

1187



PROGRESS

CITY OF WINNIPEG

◆ DIAMOND ◆

JUBILEE

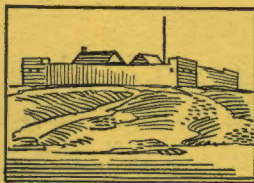
Home Reunion



INDUSTRIAL and
AGRICULTURAL

• EXHIBITION •

AUGUST 4th to 11th '34



FORT ROUGE



FORT GIBRALTAR I



FORT GIBRALTAR II



FORT GARRY

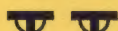


FORT DOUGLAS



Management-The North-West Commercial Travellers Association of Canada

OUR HOME REUNION



A Metropolis arose from out of the Wild and Woolly West
Where Brules, Saulteaux, Sioux did wont to roam.
A City, grand, majestic did at our behest
Fling wide its gates, afforded us a home.
Her shops, her banks, her business places all
Gave of their wealth, their substance to the dreg.
Sororities, Fraternities, Associations heard the call,
Linked arms and made Old Winnipeg.

The Gateway of the West 'twas truly named.
The Gateway of the Golden West, a home indeed.
Her sons and daughters absent years unnamed
Return, with love unchanged, but like the seed
Bears fruit, a hundred fold she dearer grew.
Her schools, her churches, parks, her places all
Bring memories, so fresh, so green, so true.
Old Winnipeg, We visit, Hear the Call.

J. H. S.

As Winnipeg grew and flourished by reason of "Her business places all", so we have symbolized that structure on our cover page as erected on her "Old Forts", and portrayed by a story running through this entire book beginning with this short dialogue: -

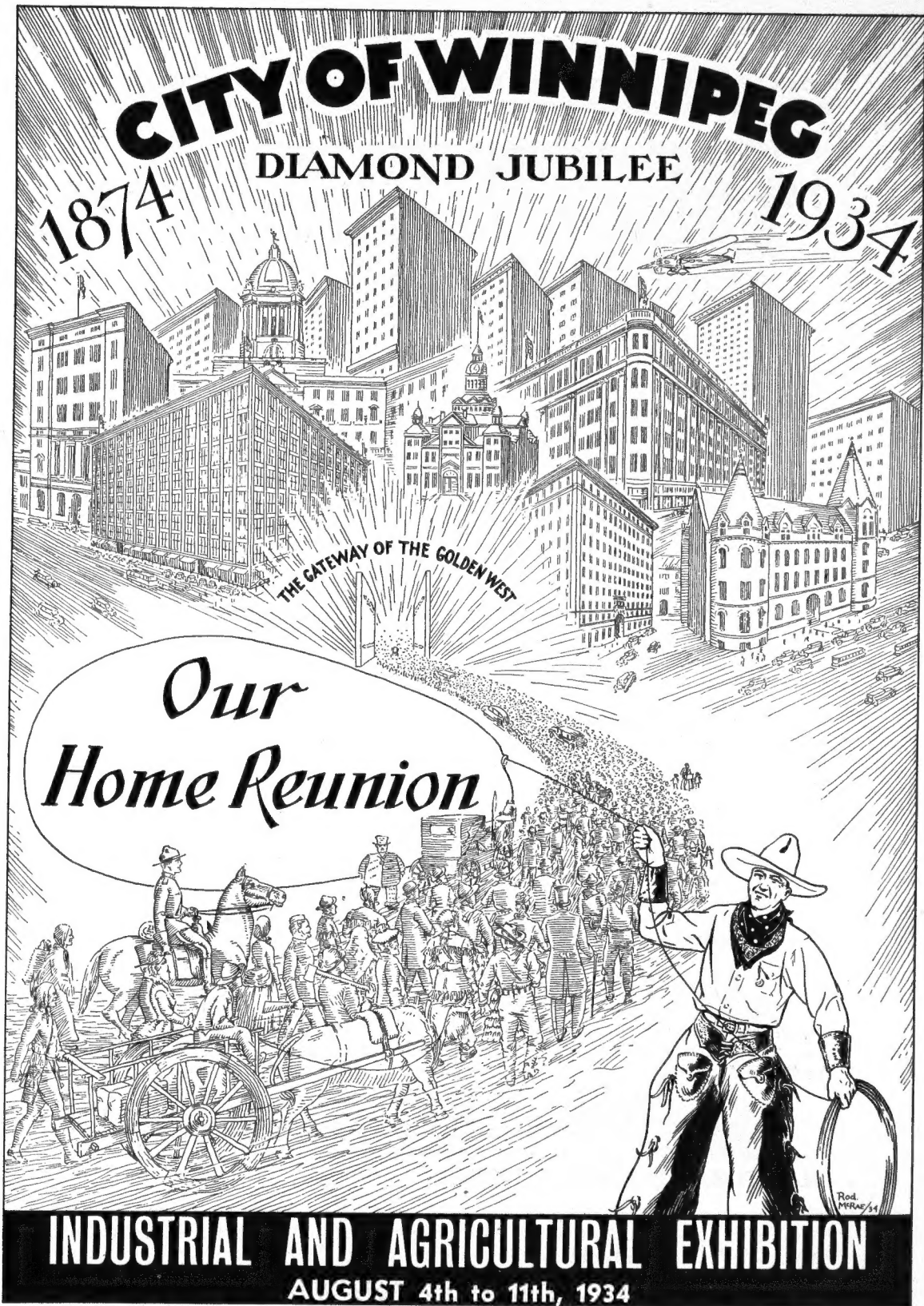
At Fort La Reine, 1738



SEE
OUTSIDE
COVER

LaVerendrye: Greetings! What mission brings you here?

*M. de la Marque: I have brought Mr. Louviere and two
Canoes. I have come to ask the right to
erect a fort at*



A Metropolis arose from out of the Wild and Woolly West

Bring memories, so fresh, so green, so true.
Old Winnipeg, We visit, Hear the Call.

1874 WINNIPEG'S 1934 DIAMOND JUBILEE

Sixty years ago, a handful of people became a chartered community under the title of the

City of Winnipeg

Seven years later, the genesis of a Telephone System was installed by the Bell Telephone Company of Canada which later (1908) was purchased outright by the Manitoba Government. At that date there were 8,792 telephone subscribers in the City area and 5,219 in Rural Manitoba. To-day those figures have been increased to 41,645 and 16,988 respectively.

Speedy Communication is the Life-Blood of Trade

and therefore Winnipeg has secured the **last word in Telephone Service**. First city of its size to own a **full Automatic Telephone Service** there is no community on the North American Continent equipped with a more complete and

Economic Telephone Service

The continued success of this great public utility depends upon the support it receives from the citizens of Winnipeg and the Province.

Subscribe to Your Own Telephone System

and so guarantee its steady improvement and expansion. **Best investment you can make. It costs so little and means so much.**

Use Your Long Distance Facilities

by means of which, through your own home or office telephone, you can reach points in Canada, the United States, Mexico, the Continent of Europe as well as Ships at Sea.

It's a Personal Interview Without Being There!

MANITOBA TELEPHONE SYSTEM

the forks of the rivers to be called Fort Rouge. This structure to be used for the accommodation of the settlements."

La Verendrye: 'I grant your request, but you must notify the chiefs

WINNIPEG INDUSTRIAL & AGRICULTURAL EXHIBITION



HIS MAJESTY KING GEORGE V.

As son of Edward VII, "The Peacemaker", and grandson of Queen Victoria,—Mother of "that grand and glorious age"—King George V stands as regal head of the nation which is foremost in an effort to bring about world peace and a perfect understanding between nations.

A Greater Canada

THE Bank of Toronto for almost eighty years (1855 to 1934) has been building on the conviction of a consistent growth in the Dominion of Canada and an increasing and abundant prosperity for her people. Today, as never before, this bank subscribes unreservedly to the doctrine of sound optimism in the destiny of the country, affirming that today there are more impressive signs of the coming tide of sound prosperity than at any period since the war.

The Bank of Toronto seeks to serve the people of Canada with the same spirit that actuated those pioneer bankers who founded this institution even before Canada became a Dominion.

Become associated with the Bank of Toronto in your financial transactions as Canada's Greatest Half Century dawns. Consult any of our managers or their staffs and feel assured that all are actuated primarily with whom they deal.

THE BANK OF TORONTO

of the tribes as to your purpose." In such a manner the corner-stone of Winnipeg was squared and set.

Over a century and a quarter were to pass before the incorporation

Crédit Foncier Franco-Canadien

PROMINENT IN MORTGAGES
SINCE 1880

Branches in All Western Provinces

FOLLOW A PROGRAMME

Your savings will relieve you of much worry and help you to live on something beside your salary. Systematic saving and systematic investment lead to comfort and independence. Save your surplus regularly. Make pay-day your deposit day. Acquire the habit of thrift by opening a savings account in

Banque Canadienne Nationale

Assets, Over \$126,000,000

553 Offices in Canada

Winnipeg Branch, G. P. Jessop, Manager

St. Boniface Branch, J. H. N. Leveille, Manager

WINNIPEG INDUSTRIAL & AGRICULTURAL EXHIBITION



SIEUR DE LA VERENDRYE.

of this great Metropolis which has truly gained that soulful name, "The Gateway of the Golden West." Turbulent and bright sparkling waters were to pass beneath the bridge before "The Golden West" was to come to its own. The Hudson's Bay Co., by the treaty of Paris, had gained possession of the Hudson's Bay and the districts drained by the streams flowing into that great inland sea. Turbulent times were at hand when in 1784 a fur-trading company was organized at Montreal: "The North West Fur Co.", and to make things more interesting they had applied for a monopoly of that coveted trade. In the same year another rival

MOORE'S TAXI LTD.

**Established in
Winnipeg - 1920**

Modern Taxi and Motor Service has been developed to an unprecedented high standard by MOORE'S TAXI LTD. From a modest beginning in 1920, steady progress and expansion has built an organization second to none in size and efficiency in Western Canada. Not only in Taxi service, but wherever automobiles may be used «» sight-seeing, moving, towing and bus service «» Moore's Taxi has taken

the lead. You will find all branches of these services on the same high level of efficiency, courtesy and reliability.



PHONE 28 3333

company was organized: "The X.Y.Z. Co." Then came the dawn of another century. April, 1800, sees David Williams Harmon, of the North West Co., heading from Montreal to the far West. In August

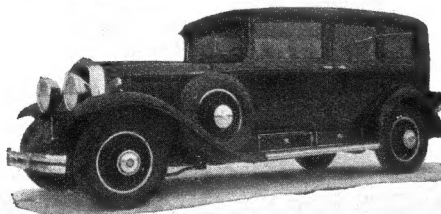
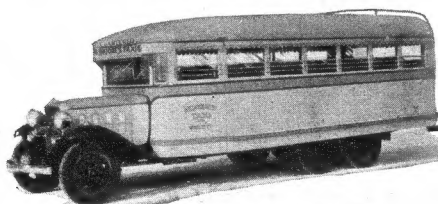
No Signs - No Markings

Experienced and Dependable Workmen

Buses for Sight-Seeing and Chartered Trips

***Plain Limousines
and Sedans for
Special Occasions***

Day and Night Towing Service



Page Seven

Modern, Efficient



**BANKING SERVICE . . . the Outcome
of 116 Years' Successful Operation**

The Bank of Montreal places at the disposal of its clients a modern, efficient service in every department of domestic and foreign banking.

BANK OF MONTREAL

Established 1817

Established in Winnipeg in 1877

15 BRANCHES IN WINNIPEG
AND DISTRICT

TOTAL ASSETS IN EXCESS
OF \$700,000,000

the first Red River Cart was fashioned. The cart had solid wooden wheels about three feet in diameter.

In 1803 the North West Company erected Gibraltar I, on the north-

COMPLIMENTS OF

CHIPMAN CHEMICALS LIMITED

MANUFACTURERS
OF

ATLACIDE

THE IDEAL
WEED KILLER

ROYAL SECURITIES CORPORATION LIMITED

Bank of Nova Scotia Building
Winnipeg, Man.

Insurance Exchange Building
Calgary, Alta.

Montreal Toronto Halifax St. John Quebec Ottawa Vancouver
Charlottetown Hamilton St. John's, Nfld. New York London, England

GOVERNMENT, MUNICIPAL AND CORPORATION BONDS

ANGUS SCHOOL OF COMMERCE and ANGUS SCHOOL OF ACCOUNTANCY AND BUSINESS ADMINISTRATION

Fourth Floor, Manitoba Telephone Building, Winnipeg, Man.

Specializing in training young men and women of the right business type for business careers.

Admittance Standard Matriculation or higher education.

WINNIPEG INDUSTRIAL & AGRICULTURAL EXHIBITION



THOMAS DOUGLAS—EARL OF SELKIRK

west corner of the forks of the rivers. In the same year the term "Indian Territories" was given to the land formerly known as "Rupert's Land" and later "Prairie Provinces", and was really prior to this considered out of British jurisdiction. In 1804 X.Y.Z. Co. and the North West Co. were joined under the name of North West Co. In the same year Thos. Douglas, Earl of Selkirk, arrived at Montreal. Inside of ten years this valiant son of St. Mary's Isle was to play a leading role in the introduction of Agriculture in the "wild and woolly" West and at the gateway a metropolis was to rise called Winnipeg. February 6th saw Selkirk before the Hudson's Bay Governing Committee with a brief

SINCE 1832 —

Serving Canadian Industry and Enterprise
with a sound banking policy
for over 100 years

Branches from coast to coast in Canada.

Newfoundland, Jamaica, Cuba, Puerto Rico, Santa Domingo
New York, Chicago, Boston
London, England

THE BANK OF NOVA SCOTIA

Established 1832

outlining his plan. There was considerable opposition, as some figured it would interfere with the Fur Trade. May 30th of the same year closed the deal for 116,000 square miles, at ten shillings, and on the 29th of

*We have every facility to serve
you in the following capacities:—*

Trustee - Executor - Administrator - Guardian
Receiver - Liquidator - Trustee For Bond
Issues - Transfer Agent or Registrar of Stocks
of Companies.



MONTREAL TRUST COMPANY

Established 1889

Paid-Up Capital and Reserve \$4,500,000.00

Montreal Trust Building, Winnipeg

W. S. NEWTON & COMPANY

Trustees, Receivers and Financial Agents

W. S. NEWTON — LESLIE COONEY

Licensed Trustees in Bankruptcy for Manitoba and Saskatchewan

290 Garry Street
Winnipeg, Manitoba

Branch Office
Merchants Bank Building
Regina, Saskatchewan

WINNIPEG INDUSTRIAL & AGRICULTURAL EXHIBITION



HIS EXCELLENCY, RT. HON. THE EARL OF BESSBOROUGH, P.C., G.C.M.G.,
GOVERNOR-GENERAL OF CANADA

As Vice-Regal Representative of the British Crown he follows a long line of Statesmen, who have been the binding link between Great Britain and Canada.

He closes a period of sixty years of progress in Winnipeg history as visualized by Lisgar and Dufferin at the beginning of things.

RENT AUTOMATIC GAS HEATING NEXT WINTER

Enjoy next Winter
with
Automatic Gas Heat

NO BIG INVESTMENT FOR EQUIPMENT
NO CHARGES FOR REPAIRS
NEW LOW RATES

ASK FOR RENTAL PLAN

*Gas Heat
is as clean
and effortless
as Sunshine*

SEE OTHER SIDE 

Winnipeg Electric Company

THE RENTAL PLAN

PERMITS YOU TO ENJOY
AUTOMATIC GAS HEAT,
EXACTLY AS IS AVAILABLE
TO PEOPLE WITH LARGE
INCOMES.

IT IS NOT NECESSARY
TO PAY HUNDREDS OF
DOLLARS TO BRING
INTO YOUR HOME RELIEF
FROM WINTER COLD.

NO MORE HEAVING COAL,
REMOVING ASHES,
CHIMNEY-SWEEPING, LESS
COST FOR DECORATING
AND HOUSE-CLEANING.

A LARGE ROOM IS ADDED
TO YOUR HOME WHEN
GAS HEAT IS INSTALLED.
ALL THE DUST AND DIRT
REMOVED AND THE FUEL
BIN GONE, THE BASEMENT
BECOMES AN IDEAL PAS-
TIME SPACE.

For complete details please call or visit
GAS SALES DEPARTMENT
ELECTRIC RAILWAY CHAMBERS
Phones: 904 312 - 904 314

See Our Display in Main Exhibition Building

June three vessels left Sheerness ("The Prince of Wales", "Eddystone", and "Edward and Ann", carry with them the first contingent of the Selkirk Settlers: "Sutherland MacBeth and Polson, Henderson and



Thirty-two Years Ago

and

Twenty-eight Years After

WINNIPEG

became a City, Winnipeg Electric Company laid the foundations for the industrial progress of Greater Winnipeg.

I N 1 9 0 2

we were pioneers of progress and commenced building Western Canada's first hydro-electric plant at

P I N A W A

It took courage, faith and determination to finance and push this project to a conclusion in the face of adverse engineering advice and tremendous physical difficulties.

Winnipeg received its

FIRST CHEAP ELECTRICITY

from Pinawa in 1906

We had courage then and in this

Diamond Jubilee Year

of the City of Winnipeg

we have the same courage and desire to continue to serve the citizens of Winnipeg faithfully and well.

**WINNIPEG
ELECTRIC
COMPANY**

Gunns a few; Matheson, Munroe, MacIvor, Murrays and McDonalds too. Campbell, Ross, McLeod, Mackenzie, Fraser, Bannerman, McKay, emigrants from Old Kildonan; also Burke, MacBean, McNulty, Harper,

THE DOMINION BANK

ESTABLISHED 1871

A general banking business transacted and commercial accounts are solicited.

Savings Departments at All Branches.

Special attention given to collections.

Our Managers are glad to give clients the benefit of their knowledge and experience and will welcome a discussion of business problems at any time.

R. K. BEAIRSTO.

Supervisor of Western Branches

6 BRANCHES IN WINNIPEG

Pritchard, Flett, McRae, from the Green Isle of the Shamrock and The Isles Les Orcanais." This Celtic blood was the proper type to stand the strain of blazing the trail to this new District of Assiniboia with its head-

St. Regis Hotel

European Plan

Fire Proof

HILLIARD LYLE
Manager

Within one block of Financial, Shopping
and Theatre district.

— REASONABLE RATES —

Free Parking Space

Smith Street (Just South of Portage)



Western Messenger and Transfer Service
MESSENGERS MOTOR CYCLES MOTOR TRUCKS
PHONE 26 316

J. A. McNAUGHTON, Manager

371 NOTRE DAME AVE.

Compliments of **Bridgman's Hardware**

"If It's Hardware We Have It"

Phone 34 781 619 Portage Ave., Winnipeg

WALSH & CHARLES

Manufacturers' Agents

Heating and Waterworks Specialties

TRIBUNE BUILDING

WINNIPEG

WINNIPEG INDUSTRIAL & AGRICULTURAL EXHIBITION



THE RT. HON. R. B. BENNETT

As Premier of Canada he is administering Canadian affairs through a period of great financial stress. Winnipeg's Diamond Jubilee Year shows signs of a Turn of the Tide, heralding in better days.

GOOD COMPANY » » OR BAD?

No need to have unhappy painful feet as companions on what might have been a pleasant outing. Improper shoes are responsible for most foot misery « Let Macdonalds' experienced fitters give you a new thrill — Complete foot comfort with shoes that are 'right' to the smallest detail »

Remember — " You Are As Young As Your Feet "



Registration Applied for

Macdonald's Shoe Store

LIMITED

494 Main Street

Just a Few Doors South of the City Hall

quarters at the forks of the rivers—"The Gateway of the Golden West". It was said that a difference of opinion on the closing night of the year 1811 between the boys from the Green Isle and the Orkneys developed

CANADIAN PACIFIC RAILWAY COMPANY

Convertible Fifteen-Year 4% Collateral Trust Bonds ~

Due July 2nd, 1949.

PRICE: 97.75 and accrued interest,
to yield over 4.20%

NESBITT, THOMSON

AND COMPANY, LIMITED

*Descriptive
Circular on
request*

355 St. James Street West, Montreal

Branches in all the principal cities of Canada

HARDY & BUCHANAN FAMILY GROCERS

EST. 1883

This firm is one of Winnipeg's oldest Independent Grocers—catering to the family trade for fifty-one years. They carry a high class stock of Canadian Made Products; also imports from all over the world.

A better assortment of delicacies is not to be found in Winnipeg.

They have their own special coffee—blended and roasted on the premises. Customers are sure of getting "Freshly Roasted Coffee" when they buy Hardy & Buchanan's own Blend.

LOCATED AT 167 STAFFORD STREET

WINNIPEG INDUSTRIAL & AGRICULTURAL EXHIBITION



HON. J. D. MCGREGOR,
Lieutenant-Governor of Manitoba

Sixty years ago we were a city set apart from the world geographically and industrially, and looking back, as I can do, from this Diamond Jubilee of Winnipeg to three years after the city's incorporation, when as a callow youth I arrived in Winnipeg, I realize, with great appreciation, the faith and courage of its citizens of the pioneer days. I can picture the Old Fort, surrounded by its wall, the traders with their Red River carts drawn by ponies, and the encampments of Indians outside. It is an almost unbelievable contrast with the Winnipeg of today with its handsome buildings, its wide streets, stately avenues of trees, beautiful gardens and parks. It was faith that wrought this great change.

All cities, the world over, are suffering with seemingly unbearable responsibilities and the problems at this time seem greater than those which our forefathers combated. They solved their problems and we shall solve ours by holding fast our faith in the ultimate future of Winnipeg.

It is fitting that the North-West Commercial Travellers' Association of Canada, one of our pioneer organizations, should make the arrangements for the celebration of the sixtieth jubilee anniversary and I take great pleasure in wishing them success in their undertaking.

July 12, 1934.

Jas D McGregor

1883



1934

OSLER, HAMMOND AND NANTON

LIMITED

INVESTMENT BROKERS - FINANCIAL AND GENERAL
INSURANCE AGENTS

OSLER, HAMMOND AND NANTON

STOCK AND BOND BROKERS

Industrial and Mining Stock

Bought Sold Quoted

Private Wire and Complete Quotation and Statistical Service

NANTON BUILDING

WINNIPEG

into a fistic combat in which it was claimed that, as usual, the Irish gained a margin. In 1812 we find the Canadas in a fierce struggle with the U.S.A. in the East, and Colonization and Settlement in the far North



COMPLIMENTS: UNITED CIGAR STORES LIMITED

Headquarters for

Cigars, Cigarettes, Tobaccos, Newspapers
and Magazines.



“ I CALLED FOR MEN - NOT PYGMIES ”

This challenge of Diogenes to the crowd in ancient Athens has a modern Application.—Paint consumers today are being bombarded with imitations; products that are undersized.—Don't buy paint of the Pygmy variety. The highest quality paint is always the cheapest to use.

THE WESTERN PAINT CO., LTD.

Winnipeg

“The Painters’ Supply House”

Manitoba

WINNIPEG INDUSTRIAL & AGRICULTURAL EXHIBITION

HON. JOHN BRACKEN
Premier of Manitoba



When Manitoba became a Province in July 1870, Winnipeg was a muddy little village of log houses, with about three hundred inhabitants. Three years later, when Winnipeg was made a city by Act of the Legislative Assembly of the Province, the infant town was bursting its swaddling clothes. The change which the first half-dozen years made in its growth was described in the speech which Mayor "Sandy" Logan made on being re-elected Mayor of the City in December, 1879, as follows: "Today nearly a thousand dwellings stud the plain, where ten years ago they could be counted on the fingers of two hands. That Winnipeg is destined to be the great distributing and railway centre of the Northwest admits of no denial."

That was an utterance of typical Winnipeg spirit of that day, the true Western spirit, the vision of the whole panorama of Western Canadian Development and progress to be unfolded in the following decades. When Winnipeg became a city, the Province of Manitoba had only a small fraction of its present area. It then extended westward only about two-thirds of the way to Brandon, and to the North Winnipeg Beach was within the provincial boundaries, but all North of Winnipeg Beach was outside Manitoba.

The Manitoba of the present time, with its salt water frontage on Hudson Bay, holds a vastly larger place on the map of Canada, a place of central importance in the Dominion; and Winnipeg, its capital city, the metropolis of Western Canada, the central key city of Canada is more destined than at the earlier date to make its energy and resourcefulness increasingly felt in the progress of Canadian achievement.

John Bracken

Pelissier's Limited

BREWERS

Mulvey and Osborne - - Winnipeg, Man.

Manufacturers of

Country Club Beer
Banquet Ale

Pelissier's Club Lager
Triplex Stout

A Union Product made by Union Labor

For Prompt Delivery

Phone 42 304 - 41 111

This advertisement is not inserted by The Government Liquor Control Commission. The Commission is not responsible for statements made as to quality of product advertised.

West. MacDonell, with 23 men, the vanguard of the Selkirk Settlers, pitched camp on the Red River facing The North West Co., "Fort Gibraltar I". Later the balance of the settlers arrived. Lack of accommoda-

Continued on page 26

Thirty Years
Leadership in
Dairy Products



CRESCENT CREAMERY
COMPANY, LIMITED

Time to Insure
Your Life

The Western Life
Assurance Company

Jas. M. Carruthers, President
W. E. Milner, Managing Director

Head Office
400 Huron & Erie Building
Winnipeg

"THE GATEWAY OF THE GOLDEN WEST" from the beginning of things at "The Forks" of the rivers, has been blessed with a long line of prominent men in the senior chair of its council.

Sixty years have passed since Mr. Frank E. Cornish took office as the first mayor of Winnipeg. A tremendous flow of sparkling and turbulent waters have passed under that "Old Bridge" since those early days, as village, town and city pushed up into a metropolis.

Col. Ralph H. Webb, a distinguished soldier and strong executive leader, is peculiarly fitted for this post or position as Mayor of Winnipeg at this time. His kindly manner is an asset, enabling him to smooth out the rough places in the lives of those who come to him for advice, and we adversely find in him a firmness that is very beneficial when the situation arises. As Chief Councillor through a period of one of the greatest depressions the world has ever known, Mayor Webb has endeavored to chase the clouds of gloom away and today we find him in a prophetic mood in which he shows a silver lining for Winnipeg's future which induces us as a people to check back to Lord Dufferin's speech of prophecy as he addressed the Winnipeg Board of Trade on that memorable night of September 29th, 1877.

Mayor Webb sees a future for Winnipeg wherein she will not only be the great central city of Canada but the connecting link between a large part of that great republic to the south, the United States of America, and Europe, through a northern sea with a northern port: Fort Churchill.



COL. RALPH H. WEBB, D.S.O., M.C., M.L.A.
Mayor of Winnipeg

1887

1934



The WINNIPEG GRAIN EXCHANGE

THE Winnipeg Grain Exchange is a market place where the buyers and sellers of grain meet to transact their business and where arrangements are made to place Canadian grain and its products into the consuming markets of the world as rapidly as possible and with the minimum of cost to all concerned.

The exchange does not itself engage in trading; its function is to supply the facilities and organization by which its members move Canada's grain from the farm lands of the West to the four corners of the world.

The members of the Winnipeg Grain Exchange represent every division of the grain business from the grower to the consumer—elevator operators, commission merchants, brokers, shippers, vessel brokers,

millers. Many of them are residents of Great Britain, European countries and the United States. The members resident in Winnipeg number about 360 and these gather daily on the trading floor of the Exchange to speed the distribution of the crop.

Fifty years ago there was no Grain Exchange here. Today it is the home of the world's largest primary wheat market. In 1883, a group of Winnipeg men saw that the wheat production of Manitoba was growing more rapidly than the needs of home consumption. They realized that increasing wheat yields made imperative the establishment of a place where dealers and millers could meet for the transaction of their business. But it was not until 1887 that their efforts to form an organization of traders in grain and provisions were successful and the Winnipeg Grain and Produce Exchange was created. The late Sir Daniel McMillan was the first president, G. F. Galt was vice-president and C. N. Bell was secretary.

In his presidential address at the first annual meeting of the Exchange, on February 9, 1889, Sir Daniel estimated that the year's business in grain had reached a total of \$6,500,000.00. Today, the prairie wheat crop reaches annual values of upwards of half a billion dollars.



PIONEERS OF THE GRAIN TRADE

The first business of the Exchange was conducted in a basement room in the City Hall and there were 100 members. Today it is housed in one of Canada's largest office buildings and the membership numbers 463.

In 1891 the Grain and Produce Exchange was incorporated. In 1892 it moved into a new building on Market Street built by Nicholas

WINNIPEG INDUSTRIAL & AGRICULTURAL EXHIBITION

Bawlf. Growth was steady from then on and in 1908 the need was seen for reorganization. The changes then made produced the Winnipeg Grain Exchange as it is today—a voluntary, non incorporated association, a self-governing institution founded upon the consent and integrity of its members and based upon a mutual contract contained in its constitution. The Exchange is not a closed corporation; any bona fide trader or dealer in grain may become a member.

Possibly the greatest step forward in the development of the Grain Exchange was taken in 1901 when it was still the original Grain and Produce Exchange. In that year the grain futures market and clearing house were established, making possible the development of the present market which is on a scale undreamed of by those who more than thirty years ago inaugurated the system.

In 1908, the year of its reorganization as a non-incorporated association, the Exchange again found larger quarters necessary and moved into the present Grain Exchange Building, constructed by the Traders' Building Association.

The growth of the Winnipeg Exchange has kept pace with the growth of the West. It has become an international grain market of first importance; it is in constant touch by wire, cable and telephone with the grain centres of the world, while the radio plays an important part in broadcasting essential market information.

The objects of the Grain Exchange are clearly defined in its constitution. They are:

(a) To compile, record and publish statistics, and acquire and distribute information respecting the grain, produce and provision trades, and promote the establishment and maintenance of uniformity in the business, customs and regulations among the persons engaged in the said trades; to inaugurate just and equitable principles in trade, and generally to secure to its members the benefit of legitimate co-operation in the furtherance of their business and pursuits.

(b) To organize, establish and maintain an Association, not for pecuniary profit or gain, but for the purpose of promoting objects and measures for the advancement of trade and commerce respecting the grain, produce and provision trades for the general benefit of the Dominion of Canada, as herein provided; to acquire, lease or provide and regulate a suitable room and place for a Grain and Produce Exchange and offices in the City of Winnipeg, and encourage the centralization of the grain, produce and provision trades at the City of Winnipeg, Manitoba; to facilitate the buying and selling of the products in such trades; to promote and protect all interests concerned in the purchase, sale and handling of the grain, produce and provision trades; to inspire confidence and stability in the methods and workings and integrity of its members; to provide facilities for the prompt and economic despatch of business; to avoid and amicably adjust, settle and determine controversies and misunderstandings between persons engaged in the said trades, or which may be submitted to arbitration as hereinafter provided: To all of which ends the said Association is hereby empowered by vote of its members at any annual, general or special meeting of the Association, to make all proper, needful by-laws, rules and regulations for its government, and administration of the affairs generally of the said Association, provided always such by-laws are not contrary to law, and further, to amend and repeal such by-laws rules and regulations.

Thus the members of the Winnipeg Grain Exchange have bound themselves to co-operate to market Canada's great grain crops as economically as possible to the best advantage of the country.

In conducting a market in which contracts for the future delivery of grain are freely bought and sold the Winnipeg Grain Exchange provides a broad and readily available source of supply for the importer and the miller in the buying of their requirements, while on the other hand it makes available to the producer, wherever he may be located, world prices for his grain and the means whereby he can sell at any time he chooses at these values for spot cash.



TRADING FLOOR OF THE WINNIPEG GRAIN EXCHANGE

VISIT THE GRAIN EXCHANGE

All visitors to the Winnipeg Industrial and Agricultural Exhibition are cordially invited to visit the Trading Floor of the Winnipeg Grain Exchange in the Grain Exchange Building. Visitors should obtain tickets of admission at the Lombard Street entrance.

tion necessitated a removal of part of the settlement to Pembina where Fort Daer was erected, and in 1813 the first Council of Assiniboia was appointed with the following members: Miles MacDonell, President; Committee of Councillors: Owen Keveny, Le Sierrie, Archibald McDonald, and the Chiefs of East and West Winnipic". February, 1814, David Anderson became First Bishop of Rupert's Land. In the same year Miles MacDonell served notice on Duncan Cameron, head of The North West Co., to quit Gibraltar I. The Hudson Bay now had a post opposite the mouth of the Assiniboine with officers' quarters at the fort named "Fort Douglas." Brown & Rutherford's lumber yards are close to this point, in what is now termed "Point Douglas". This eventful year brought peace between Canada and the United States. (Today we enjoy a complete and perfect understanding with our cousins south of parallel forty-nine.)

Dark days followed in and about Colony House at Fort Douglas. On June 11th, 1815, The North West Co. attacked Fort Douglas and four days later one hundred colonists embarked for Upper Canada under Duncan Cameron. A week following that saw The North West Company in Fort Douglas and Miles MacDonell, under escort as a prisoner of that company, was compelled to go to Montreal.

Cuthbert Grant and four others signed an order which read as follows: "All settlers to retire immediately and no sign of a settlement to remain." Thirteen families immediately embarked for the Hudson's Bay, but Colin Robertson overtook them at York Factory and induced them to return.

Two districts were now represented in the council: William Thomas for Moose and James Baird for Assiniboia, and Governor Robert Semple as President.

In October of this eventful year, 1815, Colin Robertson with a band of settlers attacked Fort Gibraltar I, and Duncan Cameron was made a prisoner, but was later released. In the following March Colin Robertson again entered Gibraltar I., and seized Duncan Cameron while he was in the act of writing Cuthbert Grant with a view to inciting the Indians to aid in an attack on Fort Douglas. Robert Semple stood no more on ceremony and without delay the torch was applied to Fort Gibraltar I., and so passed another cornerstone at the forks of the rivers.

The closing days of 1816 saw a rapid change in events, which was ultimately going to bring matters to a head. Lord Selkirk sent a note to Miles MacDonnell: "The North West Company must quit my lands at once." Lord Selkirk at the same time appealed to Lord Drummond for military protection for Fort Douglas and the settlements. Selkirk then without delay set his face to the West with an armed force accompanied by voyageurs. Selkirk captured Fort William, and prepared to make the last drive for the Red River.

While Miles MacDonnell was hurrying up the Red River and Selkirk was pressing at all speed from Fort William, William McGillivray, D. McLaughlin and other representatives of The North West Company were paddling with all haste to meet Cuthbert Grant to stage a general show

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down with Governor Semple at Fort Douglas. Before any of these parties arrived Cuthbert Grant, forging forth from Portage la Prairie, exchanged volley after volley of musket shot with Governor Semple and his gallant

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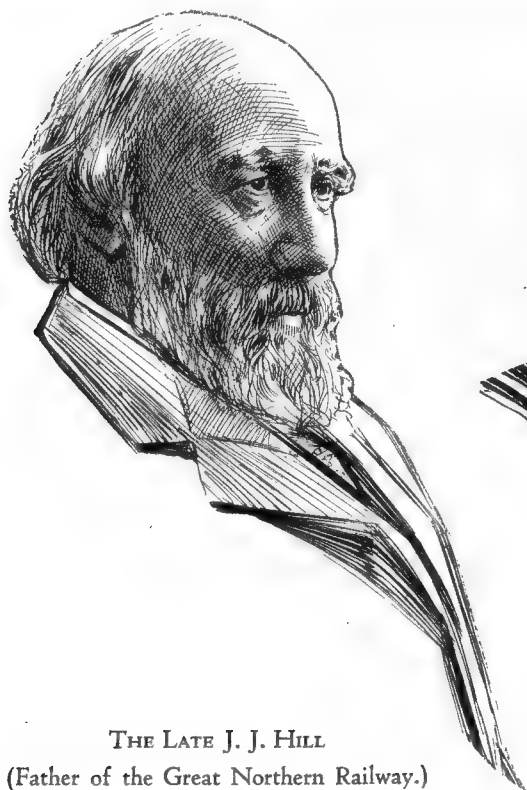
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(Father of the Great Northern Railway.)



THE LATE SIR DONALD A. SMITH
(Lord Strathcona)

little band gave their lives in defence of the settlements. The Hudson Bay Company had made amends for any and all misdemeanors by this gallant stand of their trusty guard. Rumour has stated that had McGillivray and McLaughlin arrived in time Grant and his Brules would have received orders to refrain from violence.

Settlers fleeing down the Red River met the North Westers coming up and from them they got the first intimation of the unfortunate occurrence at "Seven Oaks". The story goes that McLaughlin broke down and voiced the opinion that it was a murderous outrage. In May of the following spring (1817) Lord Selkirk arrived at his domain and entered into a treaty in the name of King George III. with "The Swampy Cree and Saulteaux Indians." The condition was "A Quit Rent" for 100 pounds of tobacco. In the same month of July, 1817, The North West Company erected Gibraltar II., and another cornerstone at "The Forks" was properly set and squared. On the same day as Selkirk struck his bargain with the tribes, James Sutherland, properly authorized as Justice of the Peace, arrived at "The Forks". The Church of Scotland gave him full powers to baptise, marry, and conduct religious services, though not an ordained minister.

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The year 1818 brought to the West a very popular priest of the Roman Catholic faith, and as the years rolled on other denominations were represented. The writer could not do better than quote a para-

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graph from Manitoba's Diamond Jubilee Book, 1870-1930; appearing in the article: "Manitoba Before Provincehood", so ably written by W. E. Ingersoll, an associate editor of "The Free Press", which reads as follows: "Roman Catholic Missionaries—Rev. Father Provencher and Dumoulin came to the settlement in 1818, and the church and school were built that evolved into the Cathedral and College of St. Boniface. Rev. Father (later Bishop) Provencher brought out the Grey Nuns, who taught the Catholic parishioners the handicrafts of the home. The Church of England in 1820 sent out the Rev. John West and, later, the vigorous Archdeacon Cochran, who built the chain of churches along the Red and Assiniboine and fathered the school life of the Protestant community. The Presbyterians, upon the arrival in 1851 of their first minister, Rev. John Black, built the Kirk of Kildonan. For the Methodists the Rev. Geo. Young built Grace Church along the settlement's main road in 1868-9." The following year Manitoba became a province.

In the previous paragraph the sketch of the churches was completed to "Provincehood," but now we must go back to 1819. Many stones were yet to be placed in Winnipeg. The Golden Gate was to reach the point where she should claim the right to be incorporated. If we only had the time to give you the highlights of the years that followed, but we must confine ourselves to the stones that made up the foundation of this Metropolis of ours, and leave to you the mixing of the mortar and general beautifying of the edifice which can only be made perfect by diligent and careful study by delving into the books of our Manitoba writers. The most concise and perfect that the writer has had the privilege to read is a day-to-day diary:—"Manitoba Landmarks and Red Letter Days," by Holley S. Seamon. It is the opinion of many that this work should grace each and every school library. The outstanding authorities on the forts are Dr. Charles Napier Bell, of Winnipeg, and Dr. David A. Stewart, of Ninette. We will hear more of these men as we proceed with our story.

The year 1819 saw the Hudson Bay Co. and the North West Co. still on very unfriendly terms, and as the year advanced strife increased. June 20th saw Fort Douglas in the hands of the North West Company. In the same month we find a brigade of the North West Co. enroute from Athabaska to Montreal, captured by Governor Williams, of the Hudson Bay Company, at Grand Rapids, on the Red River. John Franklin August found North West Company prisoners at York Factory: Benjamin Frobisher, McTavish, McIntosh, Shaw and J. D. Campbell. Frobisher later escaped but perished in an attempt to reach Fort Saskatchewan. This year also saw the completion of Fidler's Fort at "The Forks" by James Sutherland, the Scottish missionary and J.P., having been started by Peter Fidler in 1817. The following spring cast a shadow of sorrow over this heroic colony at "The Forks". On April 8th, 1820, Rt. Hon. Thomas Douglas, Earl of Selkirk, passed away at Pau, France.

Lord Selkirk's passing closed the chapter of a life that at all times thought of others. He might have sat in ease at his beautiful home on St. Mary's Isle. He might have spent his money in the pursuit of pleasure and let these honest folk at Old Kildonan remain as they were, but this was not his way. He had a vision of a colony that would open up a vast country. His was not a wild enthusiasm that flagged and died

when cold water was added in an endeavor to cool down its bubbling. Lord Selkirk never forgot or ceased fighting for his flock, and even when "Death" deprived him of the right to again set foot at "The Forks" his spirit was passed on to another, in the person of Rev. John West, who left Gravesend for York Factory 49 days after Selkirk had passed to his reward. Rev. John West received this appointment from Mr. John Pritchard (agent of Lord Selkirk's estate in England). In August of the same year Donald A. Smith (Lord Strathcona) was born, who one day was to play a leading role in the political and financial life of the City of Winnipeg, which gained for him right to a page in history as a mighty railway magnate.

Rev. John West showed his metal when he visited Brandon House at the mouth of the Souris River and pushed on as far as Fort Qu'Appelle in January, 1821. His trusty dogs afforded the means of transportation. (In the same year the writer's grandfather was born at Leith, Scotland, and a quarter of a century later pioneered at Leith, Ontario, and then followed Lord Dufferin in the great influx of settlers in 1877.) March 26th of this eventful year saw the Fur Trade merge into one great company: "The Hudson Bay Co.", when letters of amalgamation were signed by the North West Company. Three days later Nicholas Garry left London to look after the company's interests in Rupert's Land. June 13th, 1821, saw Nicholas Garry (Hudson's Bay Co.), and William and Simon McGillivray enroute from Lachine to the West. At last the struggle was over and Agriculture gained recognition at "The Gateway of the Golden West".

At this point it is interesting to note that November 22nd, 1821, becomes a real red letter day. Holley S. Seaman, in his book, mentions a statement arising out of Rev. John West's diary: "We arrived at the camp of Chief Pegewis of Netley Creek, having been delayed for seven days. Food had run out and we were nearly famished. The hospitality of the Indian Chief, however, stood the test." This was the old warrior that had committed the atrocity at "Seven Oaks", where it has been said that the Brules charged Semple against Cuthbert Grant's commands.

Nicholas Garry's visit was so appreciated that Governor Simpson, on April 18th, 1822, changed the name Fort Gibraltar II. to "Fort Garry". The sale of Fort Douglas, July 9th, 1825, to Robert Logan marked the close of a chapter in the history in and about "The Forks" which made manifest the approach of Industry. The foundation for a "Gateway of the Golden West" had been properly squared and on that grew and flourished a City in a night. The exodus of Fort Douglas, however, was only the beginning of things. Forty-two years were yet to pass under the bridge before that rapid growth was to take place. In this same year Fort Garry was remodelled and the identity of Fort Gibraltar II. passed with her sister fort at the Point (Point Douglas). In 1832 Bishop Provencher returned and the following June saw the foundation of St. Boniface Cathedral in the making:—

"The bells of the Roman Mission,
That call from their Turrets Twain,
To the boatman on the river,
To the hunter on the plain."

WINNIPEG INDUSTRIAL & AGRICULTURAL EXHIBITION

The year 1834 closed with five day schools, having four hundred children in attendance; young ladies' seminary with 25 enrolled; and a young men's seminary with 32 enrolled, under the supervision of the Anglican Mission at Fort Garry.

Holley S. Seaman, in his "Red Letter Days", introduced the subject of the re-organization of Fort Garry and its council: "1835, Feb. 12th., The organization of the Company (H. B.) Council. Present: George Simpson, Esq., Governor of Rupert's Land, President; Rev. T. D. Jones, Rev. William Cochrane, James Bird, James Sutherland, William H. Cook, Robert Logan, John Pritchard; Councillors: John Charles and Andrew Christie, Councillors of Rupert's Land and, by invitation, the Rev. Bishop of Juliopolis, Donald Ross, Esq., H.B.C. service, Alexander Ross, Esq., Sheriff of Assiniboia; John Bunn, Esq., M.D.; Andrew McDermot, Esq., settler and merchant, Assiniboia. This council, in the year above mentioned, rebuilt the last "New Fort Garry", a stone structure, having therein the goal and courthouse, as well as other buildings required for the "public weal".

Having reached the last stone on this historical foundation of forts, which had its beginning with that conversation between La Verendrye M. de la Marque at Fort la Reine, near the present Portage la Prairie. Our attention now turns to log cabins, frame, stone, brick and finally steel reinforced concrete buildings. The cover page, which is the key, illustrates this beautifully, which in itself awakens the fact that traditions thus recognized tend to inculcate a spirit that "lives for aye". One thinks of that rare old hymn: "Ye Gates lift up your heads on high, Ye doors that last for aye." The memory of "The Gateway of the Golden West" will cease to be unless we hand the history down to those who are yet unborn. Thoughtlessness prevailed in 1882 when Fort Garry was sold to a syndicate which demolished the last of that long chain of memories. As Fort Garry passed so passed the syndicate. Charles Napier Bell and Dr. Bryce were able to get a part of the loaf of their desires when they rescued the Little North Gate and a small plot of ground for a park from the axe of the destroyer.

May 24th, Victoria Day, remains a holiday in memory of the Mother of that Golden Age. In the dead of night in 1837 the young Princess Victoria was aroused from her slumbers to be hailed as Queen of the British Empire. The thirties marked political freedom and educational advancement in Great Britain, a rebellious struggle in Eastern Canada which closed with the Union Act and a new Constitution, and all the while the West was building a foundation upon which its future was to be built. We may add that the close of this ten-year period was thought "akin to the closing days of Good Queen Bess". The City at The Forks was in the making.

We pass rapidly through the forties: "The Lower Stone Fort Garry"; the search for the North-West Passage by John Franklin, the death of John Franklin, trial by jury, first execution, etc. The Supreme Court to be the Governor-in-Council with the aid of a Jury.

The fifties marked:—Rev. John Black and the erection of the first Western Presbyterian Church (Old Kildonan, which is still fully preserved); the first steamboat, "The Anson Northope"; the closing chapter

Continued on page 34

Winnipeg's Diamond Jubilee Message

I wish to thank personally, and on behalf of our citizens, The North West Commercial Travellers' Association for their splendid citizenship, patriotism, loyalty and leadership in having dared at this time to put on this tremendous Exhibition of Winnipeg's Industries and Manitoba's Agriculture and I feel we owe them a debt of gratitude that can never be repaid. I am sure all of our citizens, young and old, are thankful that we have in our midst such men and women who will make great sacrifices, work day and night and give such splendid leadership in these days of economic stress to back up their views and vision and realization of what they think and believe of the Province, and Winnipeg, their home City.

I see Canada as the elder son of a great family—the British Empire. We have just come of age, and as such about to embark on a tremendous new development based on British and Canadian traditions, experience, determination and faith in the future.

With the above background, Manitoba is bound to go forward. In Agriculture it maintains a position second to no other Province in Canada. The Mining Industry will be developed comparable with any other part of our fair land; forests will be a big factor in the production of lumber and paper; the fishing industry of our great lakes, rivers, and the Hudson Bay is just in its infancy. Our vast water power resources will provide the cheapest power in North America for Industrial development. All these linked together will manifest a well-balanced Provincial entity.

The Gateway, being a key position, will make us one of the greatest industrial and export trade centres.

Transportation and distribution is the very life of trade and general prosperity. Railways, highways, and water and air routes centre in Winnipeg, and radiate in all directions, making it possible for a tremendous new development in population all over our Province. The use of the automobile has enabled our own people and visitors to see the vast field of opportunity, and to observe the unexcelled beauty of Manitoba. Our splendid highways are conducive to an easy flow of tourist traffic.

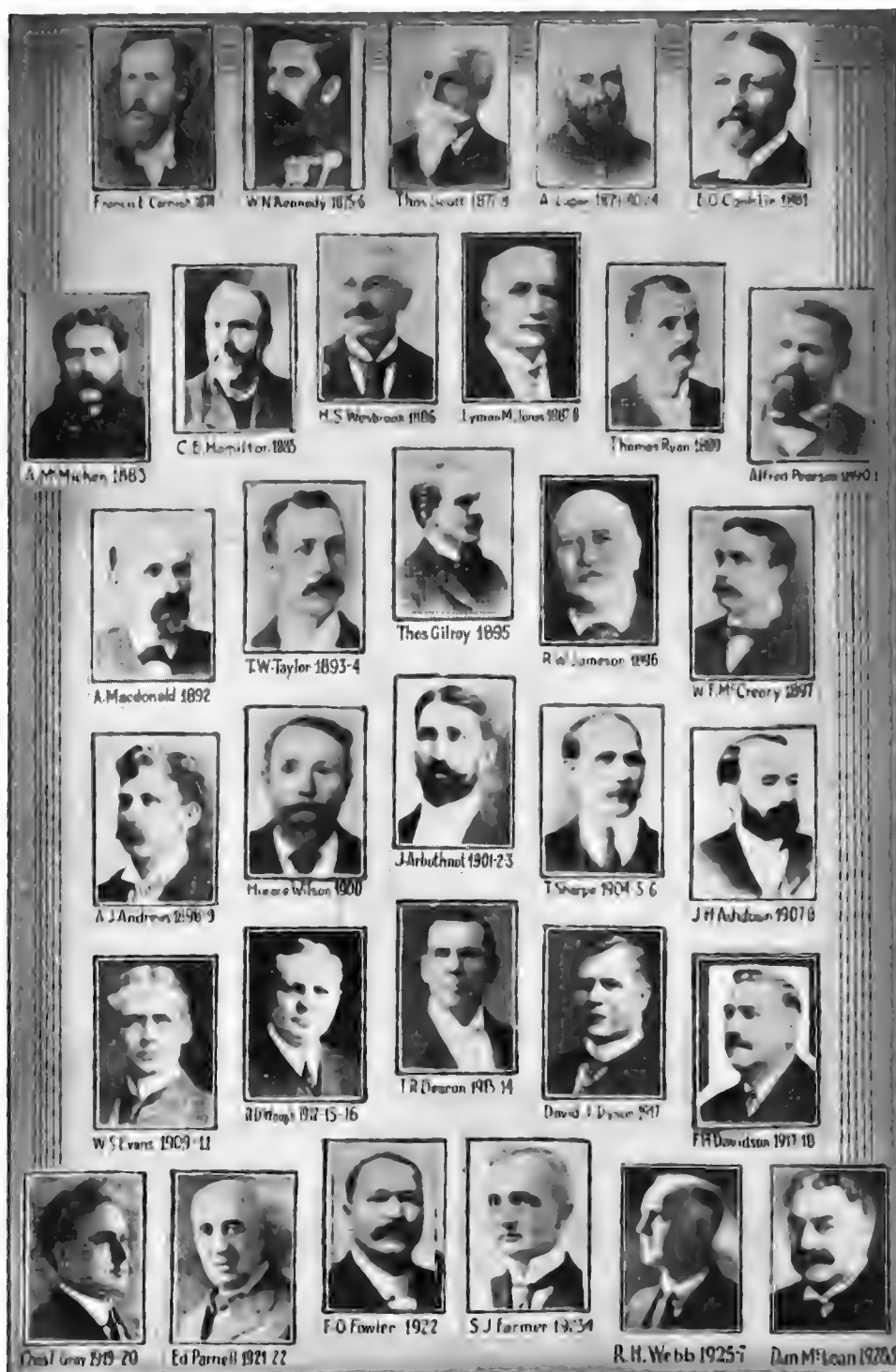
My advice to our young men and women, boys and girls growing up, is to carry on a keen study of the Empire's and the world's needs, as well as our own; study where the tremendous Natural Resources of the world are, the possibilities for production for consumption and export, the climatic conditions that lead to health and physical fitness of a nation, then again study the whole world and pick out the great trade routes under present and future modern conditions. They will thus be able to see and visualize the future of Canada. They will realize this is a land of opportunity and nowhere more so than here in the Province of Manitoba. We must become students in the study of nature and remember the law of supply and demand as a basic principle, in this way preparing ourselves for the duties and responsibilities that the future may demand.

R. H. WEBB,

Mayor.

July 28th, 1934.

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Grand Jubilee Parade

Industrial, Agricultural, Historical, Sporting, Military, Fraternal, Veterans, Etc.

MONDAY AUGUST 6

"Citizens' Day"

TUESDAY, AUGUST 7

"Old Timers' Day"

WEDNESDAY, AUGUST 8

"Merchants' Day"

Sponsored by Board of Trade,
Young Men's Section

THURSDAY, AUGUST 9

"Farmers' Day"

BOYS' AND GIRLS' FARM CLUB
Sponsored by Senior Board of Trade

FRIDAY, AUGUST 10

"American Day"

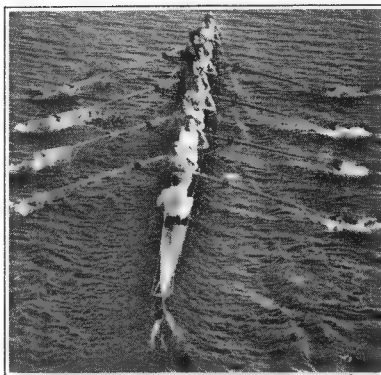
Giant Motorcade from North Dakota State Fair
Grand Forks and Minnesota State Fair
St. Paul and Minneapolis

SATURDAY, AUGUST 11

"Travellers' Day"

GRAND FINALE
Distribution of Prizes

AQUATIC EVENTS



Winnipeg Rowing Club



Winnipeg Canoe Club

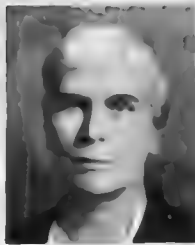
All Aquatic Events will be held under the joint management of the Winnipeg Canoe Club and the Winnipeg Rowing Club. The Y.M. C.A. will also hold their three-mile championship swim on the afternoon of August the 4th.



C. RICE JONES



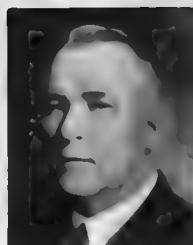
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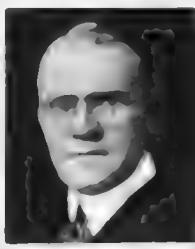
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[illegible]

Grand Stand Attractions

The Grandstand Attractions, which are given every afternoon and evening, are recognized to be the best obtainable on the American continent. In fact, two of the acts come direct from Europe and are considered to be the best in that particular circuit. The aerial acts, which are known as "Sky Line Attractions", are performed on apparatus and equipment which rears to a height varying from 110 to 140 feet in the air. At night all these attractions are gorgeously illuminated and the sight which greets the eye is both beautiful and awe-inspiring.

In the afternoon all these special platform performances will be interspersed during the horse racing programme and in the evening they will be interspersed during the principle features of "The Last Round Up."

As listed below they make two and a half hours of the most stupendous variety entertainment ever presented to the public of the West.

The Last Round Up

Victor Zacchini's Cannon Act

The Four American Eagles

The Flying Valentinos

Shorty Flemm

Diamond Jubilee Fireworks

Country Band Contest

Many Bands from country districts will compete in this contest. The "Winnipeg Tribune" will award valuable trophies to the winners. This contest will be conducted on Thursday, August 9th, at the Exhibition Grounds.

WINNIPEG INDUSTRIAL & AGRICULTURAL EXHIBITION

HORSE AND PONY SHOW

One of the special attractions of the Exhibition will be the Horse and Pony Show. Outstanding winners of other shows will compete for the awards offered in classes for Delivery or Express, Heavy Harness or Carriage; Roadsters, Saddle Horses, Hunters and Jumpers, Polo and Saddle Ponies, Dr. J. A. Sinclair of Cannington, Ontario, will place the awards.



POULTRY

A large Poultry Display, representative of all the leading Utility and Fancy Breeds, is being prepared by the Winnipeg Poultry Association. Pens of high quality birds will be given away daily to lucky visitors to the Poultry Section.



DOGS

If you are interested in Dogs, you will see prize-winning animals of many breeds at the Show being staged under the direction of Officials of the Winnipeg Dog Show. The best dogs in Western Canada will be on exhibition.



CAGE BIRDS

A treat for Bird Lovers. Hundreds of outstanding songsters and other beautiful cage birds will be included in the display being arranged by the Winnipeg Cage Bird Society and the Roller Canary Club.

FISH

Adjoining the Cage Bird display will be an interesting exhibit of Tropical, Gold and Native Fish, under the direction of the Winnipeg Aquarium Association.

HORTICULTURAL AND AGRICULTURAL DISPLAY

Twenty thousand square feet of floor space will be used to display the Products of the Soil, including Fruits, Flowers, Vegetables, Grains and Grasses, Honey, etc. Horticultural and Agricultural Societies in Greater Winnipeg and the Province are co-operating to make this an outstanding feature of the Exhibition.

LIVESTOCK

Heavy Horses, Cattle, Sheep and Swine, of outstanding merit, are being picked by officials of the different Breed Associations, throughout the Province, and will be on display in the new stock barns. Displays of Commercial Cattle, Sheep and Swine are being arranged. The Grand Livestock Parade in front of the grandstand each evening will be a special attraction.



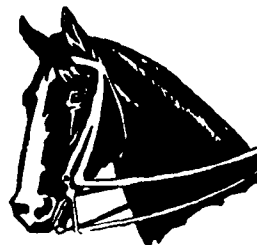
Two hundred Rural Boys and Girls, representing many different lines of Club work, will visit the Exhibition and display the different products in which they are interested.

FUR BEARING ANIMAL DISPLAY

Manitoba Fur Breeders' Association will have a display of the leading varieties of fur-bearing animals which are now raised by those interested in this branch of farming.

SOME HORSE SHOW MEMORIES

In introducing the Horse and Pony Show of the Winnipeg Industrial and Agricultural Exhibition, we would like our thoughts to wander back to the days of the old Winnipeg Exhibition, the pre-war days; because in those days Winnipeg Exhibition week meant crowded hotels, crowded street cars, and a crowded exhibition; in fact, it was a week that the people of Winnipeg and Manitoba generally, lived to see; but, staying to our course, which is the Horse Show Section, we remember exhibitors coming from Toronto, like George Pepper with his high-jumping horses, and Crowe & Murray, also of Toronto. Mr. Joe Lemon, with "Ringmaster" and "Masterpiece", and driven by the popular Miss Della Lemon, and "Tin Lizzie" of the same stable, a bay road mare that was hard to beat.



D. C. Cameron, with "Fireworks" and "Flourish", and the well-known "Leo", light-weight hunter and high jumper.

W. T. Alexander had a stylish "four-in-hand", and Mr. I. M. Winslow predominated with his saddle horses, apart from maintaining a string of well-known harness horses.

Sir Augustus Nanton had a lovely string of harness horses, and Chipman's ponies were always favorites in the pony classes, but with the demise of the Winnipeg Exhibition, around 1913, there was a lull in the Horse Shows during the dark days of the war, but this was temporarily relieved with the then "Young" Charlie Tupper and his favorite jumper, "Pride of Erin".

Following the war, the T. Eaton Co. came out strongly with a smart stable of Hackney horses, amongst them being such highsteppers as "Gay Boy" and "Gay Girl"; also "Britt", the champion delivery and show horse, that remained unbeaten until the time of his death, around 1920.

The Canada Bread Co., in those days, had Hackneys like "Deanstown Helen" and "Deanstown Nell", "Lord Byng" and "Billy Sunday", and "Sir Charles" and "Lincoln", apart from many outstanding delivery horses, but the Hackneys of this company have not been seen in local competition since around 1927.

"Dare Aspire", a Winnipeg-owned horse, was the champion road horse of Canada, and a great favorite with the public wherever he was shown. This horse is now pensioned off, and his owner, Mr. Alex. (Sandy) Stewart, is no longer a resident of Winnipeg.

Shea's six-horse team was a show in itself, and they campaigned with considerable success both in Eastern Canada and the United States.

What with the passing of Mr. "Pat" Shea, and the eventual sale of the team to go to St. Louis, Missouri, it was indeed a sad blow to lovers of fine horses and finer men.

Around 1929 and 1930, E. J. Bawlf had an excellent string of polo

WINNIPEG INDUSTRIAL & AGRICULTURAL EXHIBITION

ponies, saddle horses and jumpers, and a fair share of the prizes were his in those days, while temporarily curtailing his showing activities, we may be sure to see both he, and many others, come back even stronger to help make for Winnipeg, a Horse Show that will be worthy of the support of all.

Master Keith McPherson, of Brandon, has that well-known pair of grey Welsh ponies, "Stanage Dawn" and "Morning Star", previously owned by Mr. R. B. Hunter of Winnipeg, champions in their class at the Royal Winter Fair, Toronto, in the fall of 1933. We indeed feel honored to have the privilege of seeing these pony aristocrats in action, at the Winnipeg Exhibition.

The Russell Breeding Station, of Russell, Manitoba, has been for the past few years, concentrating on the breeding of saddle horses, having at their disposal several well-known Thoroughbred sires.

Mr. R. J. Speers, at his Youvill Farm, has for a number of years been raising Thoroughbred stock, and a fair amount of success has been his reward.

Mr. R. Douglas, of Portage la Prairie, has a Thoroughbred sire, and has made no small contribution, but climatic conditions in Manitoba do not permit us to do wonders in raising of show stock, as the length and severity of the winter considerably hampers that activity, and, as compared with Eastern Canada and far Western Canada, it is generally acceded that we are at least one month behind in the open showing seasons; however, it is hoped someday to have in Winnipeg a Winter Fair, or "Winter Royal", that will enable exhibitors to get together and have shows that will bring together horses from all over the Dominion, as well as the United States.

In this venture, the restoration of the old Exhibition days, we must admire the splendid courage of that very strong organization, the North West Commercial Travellers, for their initiative in wholly undertaking, at a time like the present, to sponsor a huge project, such as it requires to put into force and effect, an exhibition of this calibre, and it will be entirely up to the lovers of good show horses, to try and get us back to the days when Winnipeg, as a horse centre, was noted all over the American continent.



DR. J. A. MUNN, M.L.A.

Dr. Munn is Agricultural Section Manager of Winnipeg's Industrial and Agricultural Exhibition. He is a member of the Manitoba Legislature representing the historic constituency of Dufferin.

"THE LAST ROUND UP"

Round-ups, sometimes called Stampedes or Rodeos, originated on the ranches many years ago; they contributed the big sporting event of the year for all those engaged in the cattle industry, and they were held when the boys had completed the fall round-up. Competitions of all descriptions were devised and run off, and certain rules governing them were made which have been amended and added to down through the years by such organizations as The Cheyenne, Frontier Days, Pendleton, Oregon, and later the Calgary Stampede.

Broncho riding brings to mind: Milt Field, Winnipeg Stampede champion in 1912; Yakima Canut, movie star; Bob Askin, Ismay, Montana; Breezy Cox, New Mexico; and then comes Pete Knight, of Crossfield, Alberta, holder of the Prince of Wales' trophy, which he owns, having won it three times in the Calgary contests since 1919. Knight has been a consistent winner throughout the entire continent.

Famous Cow-girls and Cow-boys are contesting at "The Gateway of the Golden West" contests staged by "The Last Round-up". We have Pete Knight; Johnny Rufus, world's champion trick and fancy roper; Smoky Snider, Kimberly, B.C., world's champion bare-back rider; and Bob Crosby, winner of the Roosevelt trophy at Pendleton and champion All Around Cow-boy of the world.

W. E. "Candy" Hammer, Manager, is a roper of international repute, and has been a promoter for ten years. He has been a winner at Pendleton, Cheyenne, Madison Square Gardens, N.Y., etc., as well as Fort Worth, Texas, which is his home.



The Fort Garry Hotel, operated by the Canadian National Railway, is located a block from the Union Depot near the original site of the Hudson's Bay Company's old Fort Garry, the gate of which is seen in the foreground.

WINNIPEG INDUSTRIAL & AGRICULTURAL EXHIBITION

BRANDON, "THE WHEAT CITY"

July 24th, 1889, marked the beginning of the first summer fair at Brandon. It was formally opened by the Provincial Premier of the day: Hon. Thomas Greenway.

The "Wheat City of the West" has featured this event in each and every year from its inception, and it is now considered one of the best fairs on the Western Circuit. Having made a success of its summer fair, Brandon instituted a winter fair which has gained the right to be termed one of the best of its kind on the continent. This has been made possible through the efforts of public-spirited people who have taken a keen interest in the livestock industry.

Winnipeg's Diamond Jubilee year will establish a closer bond of union between the Gateway of the Golden West and the Wheat City, which in turn will generate a mutual interest between rural and urban peoples. Agriculture and industry thus linked together will ensure to a superlative degree the future success of the Province of Manitoba.

Winnipeg and Brandon Exhibitions in the years to come will in like manner result in the success of both, making their citizens exhibition conscious as is the case in Eastern Canada.

WINNIPEG'S DIAMOND JUBILEE BOOK, is indebted to Mr. George Batho, Supervisor of Manitoba Publications for his article, "Agriculture in Manitoba"; Mr. Thomas Sumner for the article, "Some Horse Show Memories", also Departments of Education and Agriculture, The Hudson's Bay Co., Limited, Canadian Pacific and Canadian National Railways, Winnipeg Grain Exchange Association, Winnipeg Board of Trade, Winnipeg Hydro, The Great West Life and Canadian Publishers for magazine cuts.

The names R. Limert, J. O. Hutton, B. McLean, T. Woodhall, W. Roe, A. J. Taunton, W. E. Drewry, D. Palk and Bob Stalker, nephew of the late Frank E. Cornish, first mayor of Winnipeg, are names that will not soon be forgotten by the writer as having made Winnipeg Diamond Jubilee Book possible by their canvass of public spirited firms in this Gateway of the West. Mr. Harold Taylor, son of the late T. W. Taylor, ex-mayor of Winnipeg as printer is to be commended for his keen co-operation. This co-operative spirit was also in evidence in all the staff of the T. W. Taylor firm.



J. H. SIBBALD, LL.B.

J. H. Sibbald is in charge of Winnipeg's Diamond Jubilee Souvenir Book 1874-1934. He compiled Manitoba's Diamond Jubilee Book 1870-1930 from which he established a Scholarship in Canadian History.

The first award was announced in 1933 as being won by Ted Henry Christowski, of 173 Donald Street, Winnipeg, who led the province in this subject with a mark of 97 per cent.

SHEA'S

THIS little five-letter word spells the name of one of the biggest things in the growth of Winnipeg. As one of the most popular units of the brewing industry in Canada, Shea's, from the beginning of things, has been considered by all as a cornerstone in Winnipeg history.

Sylvester Thomas, who knew how to brew good ale, came to Winnipeg in the early days and started a small brewing plant within gunshot of Old Fort Garry Gate. His plant on Colony Creek carried on with increasing success until he felt like resting on his laurels. One of the kindest hosts of that day was a hotelkeeper, Patrick Shea. Shea's growing faith in Winnipeg led him to approach an old friend and fellow countryman, John McDonagh, which resulted in the purchase of the Sylvester Thomas interest, and for many years the institution bore the name of McDonagh & Shea.

In 1893 Mr. McDonagh died, leaving Mr. Shea the entire business. The nineties registered a rapid growth. Winnipeg developed from a small city to the third city in the Dominion, and Mr. Shea's industry kept pace with the times, mounting ever upward until today it is recognized as one of the largest industries in Canada under the firm name of Shea's Winnipeg Brewery, Limited.

"Pat" Shea was a genius in his own line of business. He was one of the most esteemed and beloved citizens of Winnipeg. His largesse to philanthropic and many other activities of the community life will ever be remembered. He succeeded because he played the game, giving unsparingly of his worldly goods to every humanitarian claim presented to him.

Mr. Shea had almost an infallible instinct for judging character and ability and was thus able to select his executive and operating staff whom he at all times inspired by his daily practice of "The Golden Rule".

At the ripe age of eighty years Patrick Shea passed from amongst us, leaving a memory that will remain green through many a decade.

PAT SHEA'S sagacity made him an excellent judge of men as well as A FAMOUS BREWER of the FINEST and MOST PALATABLE, WHOLESOME ALE ever cased up in bottles.

WINNIPEG INDUSTRIAL & AGRICULTURAL EXHIBITION

On the previous page it has been truly said that he had the happy faculty of choosing the proper men to carry on his business. In less than a year after his death his greatly-beloved son, Frank Shea, was taken away; and so the management, after a period of half a century, passed to others so trained to carry on the work. Frank Shea was the strong right arm of his father for some years prior to his death and then the duties were passed on to Mr. Jack Boyd, President and General Manager.

Jack Boyd scaled the ladder from office boy to his present position as President and General Manager, having been an employee with the firm, Sheas' Winnipeg Brewery, Limited, from its inception. President Boyd is today a leading figure in the Winnipeg business world.

In 1902, there hailed from Morrisburn, Ontario, a pioneer who gave his services to the firm of McDonagh & Shea. Charles F. Byrnes entered the service as bookkeeper and bottle washer but he was soon gazetted for a higher position and we see him today holding the office of joint Manager. Mr. Byrnes is a sportsman of the first water and at the mere mention of the game "softball" his eyes light up with that old familiar glow which was ever in evidence when he was playing that favorite game. As an angler he is outstanding, having a fishing lodge at McIntosh, Ontario, which is the fishing ground of the Isaac Walton Club. His lodge is over a quarter of a century old.

More than two million barrels of beer have been brewed by John C. Dries, who is master brewer for Shea's Winnipeg Brewery, Limited, having held this position for nearly twenty years. Mr. Dries being skilled in gymnastic and field work, was found by the Athletic Club at Peoria and so found his way into the brewery business. As Master Brewer he holds a prominent position in Shea's Winnipeg Brewery, Limited.

Over twenty-eight years ago, Edward Mehmel entered the service of Shea's, having come to Canada from Germany in 1902. He was born in '79, and served his apprenticeship as an engineer in that country. Today he is in charge of all mechanical departments with a large staff of men under him.

In this Winnipeg Diamond Jubilee year Shea's have 101 employees, and a fleet of twenty-two trucks. Through all these years of progress John Pfeifer, Superintendent of the Bottling Department, has watched this business grow for thirty-nine years, having occupied a position in every division of the plant. Mr. Pfeifer was born in Austria in '75 and came to Winnipeg in 1895.

Shea's at this time wish to put themselves on record as a public-spirited concern in extending their very best wishes for a successful Winnipeg Diamond Jubilee celebration and Home Reunion.

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Fred Dangerfield, Manager

being the arrival of “The Nor'-Wester” printing plant on November 1st, 1859, and the first newspaper published in the Red River Settlement, December 28th of the same year.

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REGINA

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The sixties opened with the loss of the Roman Mission and its Turrets Twain. It was destroyed by fire February 21st, 1861. Following this unfortunate occurrence we had the building of the first St. John's College. The arrival of Rev. George Young and the building of Wesley Hall and the first Methodist Church, at the corner of Portage and Main.

November 1st, 1866, saw St. John's College re-opened with the Rev. John McLean, late of Aberdeen University, as warden.

The sixties closed with Lord Lisgar representing the Crown at Ottawa, Sir John A. Macdonald, Premier of Canada; the close of the Hudson Bay regime and the Riel Rebellion approaching its height, and December 27th, 1869, marked the arrival of Commissioner Donald A. Smith, representing the Dominion Government at Fort Garry. Louis Riel, having gained the upper hand, was declared President of the Provisional Government, and John Bruce resigned.

In that eventful year 1869 James H. Ashdown arrived at "The Gateway of the Golden West", and not being afraid of work applied himself to such a marked degree that inside of three years he was in business for himself, having taken over a small local tinsmith shop situated at the back of a store at the corner of Portage Avenue and Main Street, where the Canadian Pacific ticket office now stands. Mr. Ashdown mounted the ladder as the years rolled in, establishing a retail and wholesale business under the firm name of The J. H. Ashdown Hardware Co., Limited. He was a many-sided man, taking a great interest in church and state; a liberal supporter of Wesley College, and one of the best mayors Winnipeg ever had.

In December, 1869, Dr. Schultz's store had been raided owing to the

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F. J. FALL, Manager

fact that it was the rendezvous of the Village folk, and was accordingly guarded. Louis Riel had fifty-two crowded into Fort Garry. Shortly after the New Year, Riel took other precautions to see that control was the more safely placed within his hands by seizing William Coldwell's printing press as the first issue of "The Red River Pioneer" was passing over it, and in its place published a paper called "The New Nation".

January and February were eventful months in this year 1870:— Donald A. Smith read the scroll explaining the extent, the provisions and scope of his commission; while one hundred men stood for hours in twenty below zero weather; Dr. Schultz escaped from Fort Garry with a broken leg; Riel called a convention of all peoples which lasted ten days or more; on February 12th Riel offered freedom to the prisoners if they would (1) Take the oath of allegiance to his government; (2) leave the country immediately and (3) not return armed against him. The prisoners preferred to stay. The month of February closed with the first session of Riel's Provisional Government, the representatives being both French and English.

Louis Riel, shortly after his first government session had opened, committed an act that has down through the years been considered an atrocity: Some feeling had arisen between the prisoners in Fort Garry and Riel's men. The story goes that a natty fellow named Thomas Scott became the central figure of this disagreement and upon him was centred all the venom of the commanding force. The story goes that Riel was stampeded into calling a court martial on March the 3rd, and Scott was shot the following morning. Riel was never forgiven, and to this day is held accountable for the death of this spirited young

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settler. This month of nightmare closed with Donald A. Smith on his way East with a view to bringing matters to a head.

July 15th added a new province to the Confederation of the Dominion of Canada when Manitoba was announced with the capital at Winnipeg. Five weeks later Col. Garnet J. Wolseley with 438 British regulars and 712 Canadian Militia landed at the foot of Lombard Street. What had become of the provisional government? It was not to be found. Wolseley found Fort Garry deserted, so without delay placed Commissioner Donald A. Smith in charge and prepared to retrace his steps eastward after a five-day sojourn in the new province. This army, which had cleared up an insurgency without firing a shot, did not all return from whence it came in its entirety. A goodly number remained and settled in this "wild and woolly" West. Our Doctor Charles Napier Bell as a youth was one of those who saw fit to throw in his lot with these early pioneers. Since that day he has been a power of strength in his endeavor to retain the memories of those days when Winnipeg was in the making. His ambition led into the field of historical research and today, with Winnipeg celebrating her Diamond Jubilee, we find him possibly

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the greatest authority on the mysteries of the beginning of things at "The Forks", unearthing and interpreting in his own easy way, step by step, the foundation of a metropolis by giving its people the story of "The Old Forts of Winnipeg". And now we must leave "The Forts" and their enchanting history as we turn our eyes and behold an encampment, village, town and city spring into a third place as spires and chimneys pushed up into the sky line.



OLD FORT GARRY GATE.

So, it was from the old forts on the Red River that the city emerged and the old gateway behind the Fort Garry Hotel is one of the few surviving symbols of those vigorous days. The tablets on the gateway of old Fort Garry tell in simple facts the great story of the birth of this city. Gibraltar II and Fort Garry were the corner stones of the Hudson's Bay Company's empire of the west. The quality and character of the men in the Company's service are not soon forgotten and the name "Seven Oaks" survives in this city's history where Governor Semple died in defence of the settlers.

It was from the old trade saleshop within the walls of Fort Garry that the modern retailing efforts of the Hudson's Bay Company first expanded into the Main Street store. As in other cities, the trading post became the saleshop for the settlers and the saleshop rose into the department store. In Winnipeg's history the day when the sign went up between Vaughan and Colony Streets that the future home of the Hudson's Bay Company was to be there, marked a definite advance. The war came and passed and to many it seemed as though the long promised store would never become a reality. Suddenly the steam shovels started

WINNIPEG INDUSTRIAL & AGRICULTURAL EXHIBITION

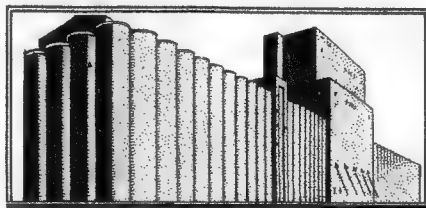


TRADING INTO HUDSON'S BAY.

and the citizens watched a building grow, stone by stone from Manitoba quarries, until at last in 1926 this most modern of all department store buildings in Canada was opened. The Hudson's Bay Company had kept its promise and remained ever aggressive, a great Canadian institution.

Although the trading posts around which the cities grew have disappeared, the Fur Trade has carried on, and its posts from Labrador to Alaska are administered from the Company's head office in Winnipeg from Hudson's Bay House, almost on the site of Fort Garry.

We recall the first session of provincial parliament in the Bannerman home, Adams G. Archibald, the first Lieut. Governor; that first telegram



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to Lord Lisgar, and the reply; a population of less than 12,000; the first meeting of Prince Rupert Lodge No. 1, A.F. & A.M., on December 10th, 1870; the first treaty signed with the Indians at Deer Lodge under the

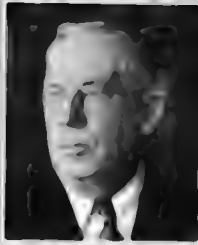
WINNIPEG INDUSTRIAL & AGRICULTURAL EXHIBITION



LORD DUFFERIN.

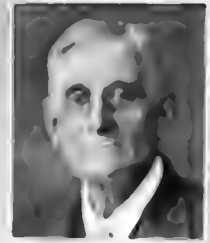
seal of Adams G. Archibald; the Fenian raid on Fort Pembina; the erection of Grace and then Knox church; the first Manitoba College at Kildonan, and later the Wesley Institute at south-east Main and Water Street, and then arrived that memorable day, November 8th, 1873, when Winnipeg merged from a town to an incorporated city.

One can picture Mayor Cornish enthusiastically leading the dis-



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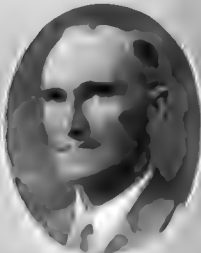
F. M. HORNER



W. C. BORELAND



A. GAMBLE



N. MCWILLIAM



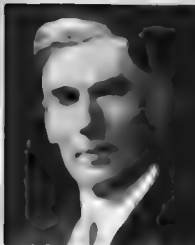
R. G. MAHAHAN



A. W. JOHNSTON



J. P. MINHINNICK



JOHN FLEMING



JACK SNYDAL



J. R. BOUTILLIER



M. ALLAN

WINNIPEG INDUSTRIAL & AGRICULTURAL EXHIBITION

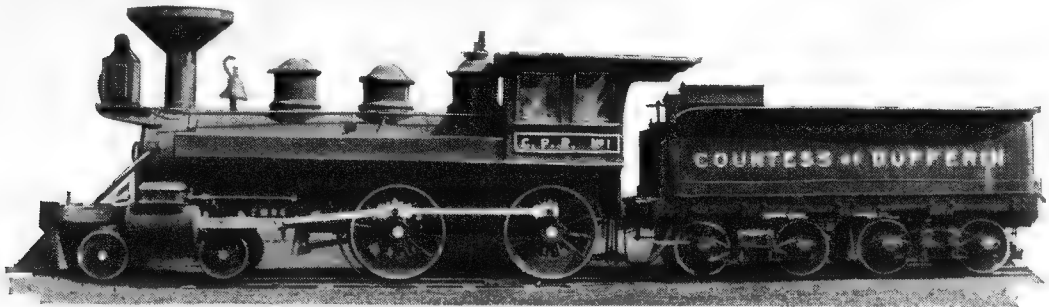
cussions that were entered into by the fathers of this new Western city, the Gateway of a Golden West. Before the year had passed "New Canadians" came and thus the German Mennonite, an excellent type was added to the fold. In the following year the Vikings from "The Land of the Midnight Sun," put in an appearance and so the Gimli settlement was planted. The Mennonites along the international boundary and Scandinavians at Gimli were sorely tested. Hardship and privation did not generate one single utterance of disappointment but on the contrary added to their fortitude. The evidence supporting this assertion was made manifest in the words of welcome extended to Lord Dufferin two years later.

Unsolicited advertising is very subtle, and registers a punch that records a winner, and so by accident Manitoba and Winnipeg all in a night became the centre of interest from that natural barrier which divides East and West to the shores of Newfoundland, and this interest was carried across the sea. The word rang out that Manitoba could furnish the finest wheat in the world. The writer said it began by accident and so it did: In 1876, Ontario had a short crop and she needed 1,500 bushels to meet her seed requirements and Manitoba was asked to supply this need. Manitoba could only supply 835.71 bushels of wheat and the shipment was completed in North Dakota. This shipment was collected by Higgins and Young; passed through the customs by Charles N. Bell, one of those who remained from the Wolseley expedition; shipped in bond through the United States and received by H. S. Paterson (father of N. M. Paterson, grain merchant), for Steele & Co., who are now Steele Briggs. The story does not stop here: Lord Dufferin, Governor General of Canada and a statesman in every sense of the word became enthused to such a marked degree that he resolved to make a thorough inspection of this "Gateway to a Golden West" and accordingly arranged a party which included the much beloved Countess and turned his face to the West in July, 1877, or as we might add, as Manitoba grain was ripening in Ontario soil. It would have been interesting to go into all the incidents that attended that visit, but in this short account it is impossible and so we must stick to the old rule of three: First, he found that the half had not been told. At a banquet spread for him and his Duchess by the Winnipeg Board of Trade on September 29th, he announced this fact in a glowing speech of prophecy and this good word so delivered was widely spread over the East before he again set foot in Ottawa; Secondly, that word turned the mental trend of the East into a new channel and for the time being all talk of Nebraska, etc., flagged, and Winnipeg and "The Gateway of the Golden West" took its place to such an extent that this young city found difficulty in supplying the needs of that influx of the fall of 1877, summer of '78 and up until '82 after which date the growth was steady; and thirdly, there comes to the mind an impressive little ceremony on that afternoon of September 29th, 1877, when Lord Dufferin and his Countess drove the first two spikes of the Canadian Pacific Railway. The writer at this point of the story of "The Gateway of the Golden West," wishes to give a few high lights on this great transcontinental railway:

As Dufferin performed that short ceremony on that memorable afternoon, two great factors were linked together which made Winnipeg a leading railway centre and opened a vast country that was soon to

WINNIPEG INDUSTRIAL & AGRICULTURAL EXHIBITION

place on the markets of the world a commodity that was to eclipse all other shipments of the same specie: "No. 1 Hard Wheat." The two factors referred to being: One of the best pieces of financing linked with one of the finest feats of engineering ever completed under any flag, "the building of the Canadian Pacific Railway."



C.P.R. ENGINE No. 1, "COUNTESS OF DUFFERIN"

It is a long story that must be condensed and by reason of such cutting down is the more difficult to relate. We must go back to 1871 when British Columbia joined the Confederation at which time a promise to commence railway construction in two years and complete same from coast to coast inside of ten years was given to her. The fact that Canada was not yet a unit made the project a difficult one. John A. Macdonald's efforts as a government project ended in his handing over the reins to Alexander McKenzie in '73, who in '78 returned the compliments to Macdonald, Dufferin the previous year having driven those first spikes at St. Boniface. Large sums had been spent; ten years had practically passed under the bridge and that promise given to British Columbia was about due. Macdonald saw something would have to be done and that quickly as the very backbone of Confederation was about to become weakened. He announced his intention of entrusting the project to private interests and turned to George Stephen, a leading business man and banker of Montreal, which gentleman had successfully revived a railway in the Western States. Had Stephen and his associates had a foreglimpse of the heart breaks accompanying the project, and the thanklessness of many who failed to appreciate the tremendous gamble indulged in, they would unmistakably have refused to take part in the game. '81 heaved another stone on the wall of historical events when this company of financiers received the Letters Patent dated February 16th and incorporation was completed the following day when the directorate was announced: George Stephen, President; Duncan McIntyre, Vice-President; Members, John S. Kennedy, R. B. Angus, J. J. Hill, H. S. Northcote, Pasco du P. Grenfell, C. D. Rose and Baron J. deReinach. William C. Van Horne, who succeeded Stephen as president goes down in history as a dynamic figure completing a ten-year contract in four years and six months. The summer of '83 registered the laying of three and a half miles of track a day over the western prairies. He created traffic by building elevators at the head of the Lakes, bought timber lands in Ontario with a view to building a string of hotels; built a flour mill at the Lake of the Woods; operated 10 model farms west of Winnipeg, and so on ad infinitum. Donald A Smith, later Lord Strathcona, drove the

last spike at Craigellachie, between Sicamous and the Gold Range in British Columbia, November 7th, 1885, linking the last bonds of Confederation. In 1884 Winnipeg had a population of 25,000 and 6,000 of these were directly dependent on the Canadian Pacific Railway. Lord



THE DRIVING OF THE LAST C.P.R. SPIKE.

Shaughnessy succeeded Sir William C. Van Horne, having mounted the ladder rung by rung fitting himself for this important post. As Dufferin returned to Ottawa after driving the first two spikes, a child was born at Thorold, Ontario, who one day would merge from his place at "the Bar" to the presidency of this great Transcontinental railway which is the pride of our Canadian people, and as president of this Canadian railway we find in Mr. E. W. Beatty, "a man o' parts," or many sided figure. He is equally as much at home on the platform as at the head of the executive table. Among other names we think of Charles Whitehead and Sir William Whyte, and today we have with us one who takes a vital interest in all the activities of "the Gateway of the Golden West," Mr. D. C. Coleman, Western Vice-President, who is ever interested in the advancement of the public weal.

1878 brought an end to "The Flat Boat" and connected the Canadian Pacific Railway service with the St. Paul Railway at Dominion City. Both passenger and freight services were on a regular schedule before the year closed. In October of this year, Hon. John Norquay took over the reins of Government from R. A. Davis. The day after Christmas registered another milestone when the first carload of wheat for export moved out from the loading platform at St. Boniface for St. Paul. This eventful year closed with building operations calculated at \$20,000.00. Winnipeg had unmistakably been placed on the map; '79 saw the last stage coach from the South; the registration of Winnipeg Board of Trade; the incorporation of Manitoba Historical and Scientific Society and the introduction of the first steam sawing machine; telephone connection between Winnipeg and Selkirk, and closed with the fourth general provincial elections returning Premier Norquay; '80 saw survey parties at work east of Winnipeg on C. P. Railway proposed line, and bridge building under way on the Red River; '81, the new Parliament Building and Government House under construction, (the Government House still standing, and

occupied by Lieut.-Governor Hon. J. D. McGregor, the Parliament Buildings replaced by Manitoba's Legislative Building, with Hon. John Bracken, Premier). Sir John A. MacDonald's government extended the Eastern boundary of this province which now boasted of a population of 62,360.

The late Seventies, or early Eighties, saw the beginning of the firm of McDonagh & Shea, this firm having taken over a small brewery on Colony Creek from a certain Mr. Sylvester Thomas.

Dufferin's prophecy haunted the pessimistic mind when '83 saw values jump to a dizzy height. The old Court House and Jail at the corner of Main and William was sold. The site in 1874 was valued at \$1,700.00 and in this year, 1883, was sold for \$62,200.00. Rev. John M. King became principal of Manitoba College. One of our public schools stands as a monument to that memorable preacher, professor and strong executive genius. In passing, four outstanding figures of track and football fame stand: Fred Clark, now Dr. Clark, professor in Manitoba University, who kicked the pig-skin until professors were ruled out; Duncan McRae, individual track champion for four consecutive years, who has served eighteen years in South China, and intends returning to the field next year, entering upon his fourth term; the late William F. Guild, one of those heroes that fell at Vimy, who played an inside right position through twelve years Inter-Collegiate football; and lastly, the late K. C. Blair, the finest of all Manitoba University runners. Manitoba College was a short time ago sold to the Roman Catholic Church and they changed the name to St. Paul's College, and here another milestone passed, marking the beginning of a new order. In the year '84, Louis Riel returned to St. Laurent and his appearance at this time caused considerable misgivings and the fears entertained by many were not out of place since the following years were blighted by a second Riel Rebellion. Cut Knife, Battoche, and the surrender to General Strange at Beaver Camp, closed the insurgency of this misguided leader. Louis Riel was buried at St. Boniface, December 13th, 1885. September, 1884, saw the Winnipeg Contingent enroute for Khartoum. Had these voyageurs gone forth fifteen days earlier, General Gordon would have been relieved and "The Story of the Voyageurs" would have become a leading topic in our British history. (Read G. M. Williamson's article in "Manitoba's Diamond Jubilee Book 1870-1930.") November 22nd, 1886, saw the Council meeting in the present City Hall for the first time, and May 23rd of the following spring saw the North West Commercial Travellers incorporated, with head offices at Winnipeg, "the Gateway of the Golden West." The eighties closed with the following school board report: Enrollment, 4,099; teachers, 58; school sites and buildings, 12, valued at \$185,250.00

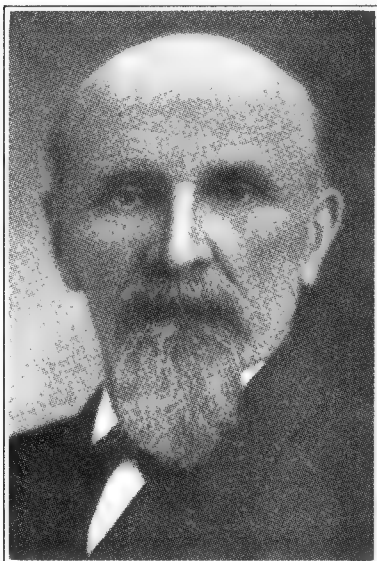
Two years after the driving of the last spike of the Canadian Pacific Railway, on November 23rd, 1887, an association was formed which was to render a great service to Western Canada. This association came into being as the result of a meeting held in the Board of Trade rooms on that day for the purpose of establishing the Winnipeg Grain and Produce Exchange. Daniel H. McMillan was elected president and C. N. Bell secretary. Two weeks after the election of these officers the Exchange was ready for business. As the grain production of Western

WINNIPEG INDUSTRIAL & AGRICULTURAL EXHIBITION

Canada has increased the Winnipeg Grain Exchange has grown in membership and in importance, and now constitutes the largest cash grain market in the world. The president for the current year is H. E. Sellers, and the secretary A. E. Darby.

1887, with John Norquay's administration drawing to a close has an interesting story to tell inasmuch as Manitoba had decided to build the Red River Valley Railway from Portage la Prairie via Winnipeg south to the international boundary, to be a public owned railway in competition with the Canadian Pacific Railway. The question of crossing the Canadian Pacific right of way started a feud that was still going strong in 1888. The Hon. Thomas Greenway and Hon. Joseph Martin continuing the struggle with William Van Horne and his lieutenant William Whyte defending the railway that had now been in operation for ten years. The Federal Government finally took a hand and allowed the Red River Valley Railway to cross the Canadian Pacific right of way and in turn helped the Canadian Pacific with a much needed bond issue and so was built a public owned railway which was the beginning of what is now the Canadian National Railway. On October 18th, 1888, the first Northern Pacific train arrived in Winnipeg from St. Paul.

The nineties saw Winnipeg pushing out subdivision after subdivision as she steadily crept into third place in that onward rush of flourishing Canadian cities. June 7th, 1891, cast gloom over the City as trains from the East arrived draped in black. Sir John A. MacDonald had passed to his reward, and in the passing all political creeds recognized him as a statesman staunch and true. In the same year Winnipeg opened her first Exhibition, Mr. Alexander Macdonald, president. The year 1891 also witnessed the birth in Winnipeg of a Company that was destined to become the greatest financial institution in Western Canada, and one of the largest in the whole of Canada.



ALEXANDER MacDONALD
First President Winnipeg Exhibition
First President The Great-West Life
Mayor of Winnipeg 1892

This was The Great-West Life Assurance Company.

Founded by Mr. J. H. Brock, one of that band of pioneers who had the vision to see the West as it was to become. The Company has shared in and contributed to the growing prosperity of Canada. Mr. Brock and his associates had faith in the future of Winnipeg, and the Great-West Life was built on the rock of that faith.

Some hint of the Company's growth since those early days can be gained from a comparison of its assets which in 1892 were \$121,416, and in 1933 were over \$134,000,000. The total insurance in force is now over \$550,000,000.

The Great-West Life—with Head Office in Winnipeg, be it remembered—now has offices in every important city in Canada and does business in five of the United States.

In 1893 John McDonagh died, leaving the entire business to Mr. Patrick Shea. (The name McDonagh & Shea was retained for many years, finally being changed to Shea's Winnipeg Brewery, Limited.)

The 1892 Winnipeg Industrial and Agricultural Exhibition was repeated yearly until the beginning of the "Great War," when the buildings were demolished by fire. (After years of dormancy this "Gala Day" is being survived this August, 1934, through the untiring efforts of public spirited people who have entrusted the management to the North West Commercial Travellers' Association of Canada, with John H. Roe as Exhibition manager.) Winnipeg's Exhibition in '92 had an added thrill: June 26th saw the passing of the horse cars and introduction of those driven by electricity when the Mayor and Council linked up the first cars and were carried safely to the grounds. "The Gateway of the Golden West" had passed another milestone. October of this eventful year saw the dedication of the West End Presbyterian Mission (later St. Stephen's Church and at this date Elim Chapel) and the erection of the Trappist Monastery at St. Norbert. This monastery today holds a unique position as makers of a famous brand of cheese (Trappist Cheese); '93 saw Winnipeg honored by the Anglican Church, when Bishop Robert Machray was elected First Primate of the Dominion. This year closed with more light on the Dufferin prophecy: The year's grain report showed 15,615,932 bushels of wheat grown on 1,003,460 acres in Manitoba. Winnipeg had become a great agricultural centre as well as the recognized home of the farmer. '94 saw the first Dominion Geological Survey Department party arrive from the North, having traversed 3,200 miles of barren wilds the previous year. (Time alone was to unveil the wealth

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of that vast territory. Today we know the answer to "Is it a worthless barren waste?" In this year 1934 there is a prophecy that "Mines" will swim abreast with "Lands".) The same year greeted Rev. C. W. Gordon

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**North West Commercial
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Corner of Bannatyne
and King Street,
Winnipeg.

First Street East
Calgary, Alta.



Page Fifty



The North-West Commercial Travellers' Association of Canada



THE first meeting for organization of the above Association took place at the Grand Union Hotel in Winnipeg, October 10th, 1882; where a society was formed under the above name, its principal objects being: To secure preferential rates and privileges from the railways, steamboats, hotels, insurance and telegraph companies and others, also for the interchange of information of peculiar interest to commercial travellers, and united action thereon.

It was since discovered that proper progress could not be made as a society. It was, therefore, decided to apply to the government of Manitoba for an act of incorporation which was granted May 23rd, 1887. The following officers being named in the charter: Joseph Campbell, president; Edward G. McKay, vice-president; John M. O'Laughlin, secretary; Wm. M. Ronald, treasurer; and Andrew Strang, George Stott, M. R. O'Laughlin, Fredrick Chilcott, and James C. McLean as directors; and these formed the executive committee.

By-laws for the government of the association were promptly adopted, and the association, with its head office in Winnipeg, Manitoba, has since made substantial progress both numerically and financially. The by-law providing for the payment of mortuary benefits to members who have joined the association, under sixty-five years of age, was adopted in December, 1890. This by-law has since been frequently amended, providing for increased benefits; and now pays a minimum of one hundred dollars, and a maximum of eight hundred dollars, according to the age of the member when joining the association.

Since that time the mortuary benefits have been promptly paid, aggregating over a quarter of a million dollars.

The territory covered by the Association is from Port Arthur in the East, to Victoria in the West. Branches of the Association have opened at all leading centres in the West for the convenience of the members.

During the war, the Association decided to perform a special service to its members and agreed to, and did, carry the mortuary benefit of all those joining the C.E.F. during the period of the war free of cost, and we are proud to record the fact that 18 per cent of our members were in active service between 1914 and 1919.

The Association has always taken a great interest in public affairs and has been represented in all activities for the benefit of the community. When the million-dollar Auditorium was built in Winnipeg this Association applied for, and obtained the privilege of putting on the first event opening this splendid building to the public. The demonstration which took the form of industrial exhibits, was a splendid success. The Prime Minister of Canada, the Hon. R. B. Bennett, was prevented from being present, but was kind enough to make the opening speech by long-distance telephone. The Hon. T. G. Murphy, Minister of the Interior,

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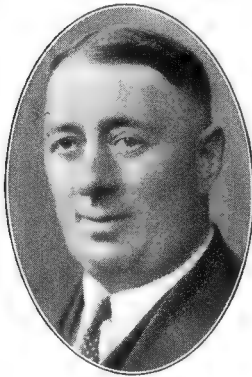
(Ralph Connor) and mourned over the death of (one who had been a power of strength in the making of this Gateway of the West) Archbishop Tache of St. Boniface, who was succeeded in the following year

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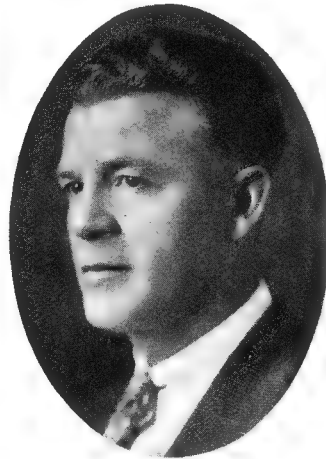
WINNIPEG INDUSTRIAL & AGRICULTURAL EXHIBITION

was present and performed the opening ceremony, assisted by His Honour, the Lieut.-Governor of Manitoba, the Hon. John Bracken, Premier of Manitoba, the Mayor of Winnipeg, and other distinguished citizens.

Like a great many other people in Winnipeg, this Association has, with sincere regret, seen the abandonment of the Winnipeg Industrial and Agricultural Exhibition which used to be an annual event. Believ-



CHRIS. WILSON
President N.W.C.T.A.



J. H. ROE
Assistant Secretary N.W.C.T.A.
and Exhibition Manager



FRED. J. C. COX
General Sec'y N.W.C.T.A.

ing that the people of Winnipeg are desirous of having this Exhibition revived, the executive of the Association decided to hold the Exhibition this year to demonstrate the fact that the people of Winnipeg and Manitoba generally are all in favor of its revival, and are willing to support such a venture. The universal approval of this event, expressed to the officers of the Association should undoubtedly make for its success, and we, at this time, beg to extend to those who have so willingly co-operated with us, our most cordial thanks for their interest and co-operation, and assistance in organizing this Exhibition.

The Federal, Provincial, and Municipal Governments have been most helpful in assisting this Association to put on this Exhibition, and we fully realize that without this sincere co-operation the effort would have probably been a failure.

We trust that the general public will show their appreciation in the only way possible, and that is by a record attendance at the Fair.

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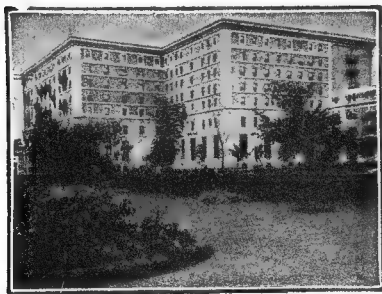
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WINNIPEG INDUSTRIAL & AGRICULTURAL EXHIBITION

Orders first issued in Winnipeg. '96 The opening of Wesley College with whom we in passing especially attach Dr. Sparling and today its able executive head, Dr. J. H. Riddell.

The last year of the Nineteenth Century saw Hon. Hugh John Macdonald, son of that great leader of Confederation fame, as Premier of Manitoba, who later in the same year handed the reins to Hon. R. P. Roblin. (Hugh John Macdonald later succeeded Hon. T. M. Daly as Police Magistrate in Winnipeg, which position is now held by Magistrate R. B. Graham). February 12th, saw "The Strathcona Horse" entrained for South Africa, and six months later, Searg. A. H. L. Richardson of that regiment was the first Canadian gazetted for the "Victoria Cross." The closing day of this Century showed Manitoba with 1,039 schools, 77 of which were log, taking care of a school population of 62,664, with an attendance of 50,460. "The Gateway of the Golden West" had thus found it necessary to complete her plans for the erection of a University, which was formally opened by the Prince of Wales, who today reigns over our vast British Empire as King George V.

1903 brought into being the United Farmers of Manitoba, or rather Grain Growers' Association of that day. In the following year, the City, at "The Forks," mourned the loss of Primate, Archbishop Robt. Machray, and then came 1905, with Archbishop S. P. Matheson, as Bishop of Rupert's Land. In this year Saskatchewan and Alberta were extended into two large provinces in the West, whereas Keewatin was severed from Manitoba and re-attached to the Northwest Territories and so Manitoba was marked as the "Postage Stamp Province," and so she remained until 1912, when her boundaries were extended to the present dimensions, making her a Maritime Province, with Churchill as her Northern sea port.



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WINNIPEG

Opened July 11th, 1906

1906 marked the formation of a farmers' grain company, "The United Grain Growers." June 8th of this year marked the running of Sunday street cars for the first time. Three days later the Canadian Pacific Railway announced the opening of the "Royal Alexandra Hotel." A monument to that beloved Queen who was a power of strength as she assisted King Edward VII, the "Peacemaker." This hotel became the centre of everything and today is a favorite meeting place in the "Gateway of the Golden West." The financial success of this hotel caused the Canadian Pacific to build a chain of hotels throughout the West. The building of this hotel further made manifest the Canadian Pacific's faith in Winnipeg and our North Western Empire. We today

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tide heralding in a period of rapid growth, and may we look back on 1934 as a "Red Letter Day," (using Holley S. Seaman's title).

1908 was a "Red Letter Day" for St. Boniface. February 5th she became an incorporated city and October 4th marked the dedication of her fifth church and fourth Cathedral. In this year Winnipeg's sixth Post Office was opened. The following year Archbishop S. P. Mathe-son became Primate of all Canada. 1910 saw the first steamer (Victoria) pass safely through St. Andrew's Locks, and in this year farmer delegates went to Ottawa in the famous siege that resulted in Sir Wilfred Laurier coming to the country on the famous "Reciprocity Pact" which the following year resulted in the defeat of his party and the swearing in of Sir Robert Borden as Premier. In the same year (1911) that great utility, the "Winnipeg Hydro," commenced operations in Winnipeg. Winnipeg bank clearings in this year passed the "billion" mark. The Gateway of the Golden West had become illuminated to the superlative degree. The Land Titles Office had difficulty in handling the numerous transactions. Property values pyramiding to a dizzy height.

Then came that eventful year of 1912, with property values still mounting the ladder. Borden had announced the extension of the Manitoba boundaries, giving her an area of 250,000 square miles as against 75,000 in her postage stamp days. As third city in Canada Winnipeg holds the unique position of being less than twenty miles from the first meridian and as such is the logical trade centre not only for Canada, but also a connecting link between the Central States and Europe by way of the North passage through the Hudson Bay. This is a prophecy less visionary than that of Dufferin's, over half a century ago. (May this Diamond Jubilee year, 1934, mark the beginning of a progressive move in that direction.) 1912 marks the erection of the Union Depot on Main Street, at the head of Broadway; Compulsory Education proposed; the loss of the Titanic in mid-ocean, wherein many heroic citizens of Winnipeg gave their lives, "that women and children might live". At a later date a tablet was unveiled in their memory, which is to be seen in the main vestibule of the City Hall. Bank clearings on November 14th, 1912, showed Winnipeg in advance of Toronto for the first time. No longer an unorganized village of the "wild and woolly" West but a metropolis of a new Western Empire.

1913 did not show any let up to the upward trend of values. As the City grew the question of water supply became a paramount issue which terminated in the passing of the Greater Winnipeg Water By-law (2,950 votes to 90). December 10th of this year the Fort Garry Hotel was formally opened. One month later Lord Strathcona died in London, England. So passed that shrewd, far-sighted promoter of the public weal. Then came the war, casting aside that biological law, "the survival of the fittest," and in Flanders' Fields are crosses, row by row.

The Great War was a nightmare to the nations of the entire world. There were those who profited by the carnage of war, while countless numbers suffered. Wheat prices and food commodities soared away beyond their actual value. Farm products were curbed but many channels remained unchecked and reaped a harvest. At the end of four years the armistice was signed. The horrors of war, however, did not



Agriculture in Manitoba



CONSIDERABLY more than one-half of the population of Manitoba is rural; and well over one-third of all the people actually live on farms. Out of somewhere around 24 million acres of arable land in the Province, the farms occupy a little more than 15 million acres; and the average size of a farm in 1931 was just over 279 acres. The 1931 census showed that there were 54,199 farms in Manitoba with 256,305 persons living upon them.

Much room for choice is open to the Manitoba farmer. On the one hand, there are widely differing classes of soil to select from, and also considerable variation in type of environment; on the other hand, there are market demands for a wide range of agricultural products, thus permitting the individual farmer very largely to follow his own inclination as to specialization in production.

The past fifteen years have witnessed a considerable, though a gradual, change in farm methods. Originally, the farmer's endeavor was mainly directed to cereal production; today, though cereal production; is still the leading branch of agriculture, other branches have attained much greater importance than in the past.

Wheat, oats and barley, all spring sown, are Manitoba's leading crops and the fame of Western Canadian wheat as the "strongest" bread wheat offered to the world markets is increasing as years go by. The Manitoba acreage devoted to wheat, however, is declining slightly, more diversification now being practised in the use to which land is put.

In addition to the three cereals mentioned, the other principal field crops grown are rye (spring and fall sown), flax, potatoes, maize (corn), cultivated grasses and clovers, and alfalfa. A few other kinds of crop are produced in a smaller way.

The total area in field crops year by year is somewhere about six million acres.

1906

1934

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FOR twenty-eight years United Grain Growers Limited has been serving farmers of western Canada. Shareholders and non-shareholders alike have learned to know and to value the advantage of having their grain handled through this Company, and of buying farm supplies, such as binder twine, coal and flour through United Grain Growers.

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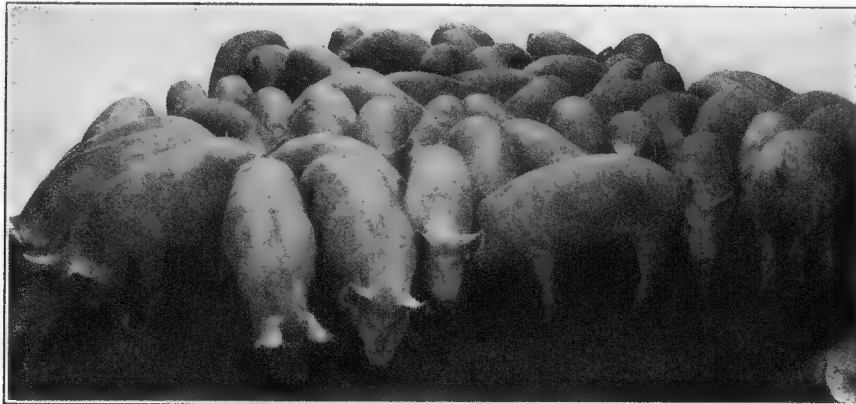
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cease with the signing of this treaty. Nations were saddled with over-loaded debt. The system of Government control had been discontinued by reason of it being a war measure. Co-operative services came into

Continued on page 62



Live stock keeping has steadily risen in importance. The numbers of horses, cattle, sheep and pigs combined run at between one and one-half and two million head. More than half a million cattle, sheep and swine are annually produced for slaughter. Some of these are consumed by the farmer's own family; most of them, however, are either killed at Winnipeg or sent to the abattoirs in Eastern Canada. The Union Stock Yards at St. Boniface are the largest in Canada, and represent an investment of about one and one-quarter million dollars. They will take care of about 25,000 head of animals at once. Manitoba has some fine abattoirs. There is considerable foreign trade in animal products.

Dairying has increased steadily. The most important branches are the production of creamery butter and the supplying to the city trade of fluid milk, sweet cream and ice cream. There are a few cheese factories. The buttermakers of Manitoba have won very unusual distinction as successful exhibitors at the larger exhibitions. At normal prices, the value of dairy products runs between twelve and fourteen million dollars per year.

Poultry raising has developed rapidly, both as to volume and as to the improvement of the industry. Canadians are among the heaviest egg eaters in the world; and the grading of eggs, as carried on in Canada, offers to the consumers such satisfactory guarantee as to egg quality that as an article in the diet the egg is gaining in popularity. During recent years there has been a very great expansion in Manitoba turkey raising, and the general conditions on the farms of this Province are very well suited to the successful rearing of this bird, which has rightfully become so popular for roasting purposes.



Manitoba gardeners are able to bring all of the hardier types of vegetables to a degree of perfection unequalled in the warmer zones. By choice of the right varieties, they can successfully supply the local trade with sweet corn, tomatoes, melons and other vegetables of a corresponding degree of hardiness. Strawberries, raspberries,

WINNIPEG INDUSTRIAL & AGRICULTURAL EXHIBITION



Manitoba Boys and Girls Take an Interest in Poultry Raising

currants and gooseberries are grown for home use quite successfully; and several fruit trees of a very satisfactory standard of quality and of a sufficient measure of hardiness have been evolved and partially introduced. Both annual and perennial flowers are grown in profusion, and many of them to perfection.

Beekeeping has expanded rapidly during the past decade, and the honey production per colony is unusually large, having been officially estimated at an annual average of 157 pounds per colony for the past five years. The generosity of yield is occasioned by the prevalence of expansive fields of sweet clover, an excellent bee pasture. The quality of honey is very high.

There are between three and four hundred fur farms in Manitoba raising between them a dozen different kinds of animals, but with most attention being given to foxes.

In the grain-growing parts of the Province the farms are well mechanized. The latest census showed that approximately one-half the farmers owned automobiles, one-third used gasoline engines; more than two-thirds had cream separators; considerably more than one-fourth had tractors; one-fifth owned their own threshing outfits; one out of sixteen possessed a motor truck; while smaller numbers operated combines, electric motors and milking machines. There are, however, some outlying districts where live stock keeping is the major industry, and where grain is very little grown; and in these parts relatively little machinery is used.

"Mixed farming" is steadily advancing. Winnipeg and its environs contain not only the greatest primary grain market in the world, but also excellent markets for all other classes of agricultural produce. Better rotations are being worked out. Soils are being studied and classified. Improved varieties of crops of all classes are being originated. The supplies of water, the abundance of grass, the cheapness of feeds, and the fertility of the soil all combine to give to Manitoba farming many possibilities.

For further information, address: Manitoba Department of Agriculture, Winnipeg, Canada.



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vogue followed by attempts to bring about compulsion. The agrarian educational body still clung to its principle of co-operation in the widest sense, neutralizing the opposing factions. President Thomas (Scotty)

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Wood piloted the United Farmers through a restless period with a minimum of trouble while the entire world was driving its feet deeper into the mire. Then came 1929, seeing prices tumbling in a night and fortunes vanishing in a day. Experts racked their brains for a solution, finding none.

Added to the financial losses arising from the aftermath of the war Winnipeg lost her exhibition buildings by the ravishes of fire. Many efforts have been made to re-establish Winnipeg's Exhibition. Public-spirited people have recognized the yearly loss in the absence of this adjunct of "The Gateway of the Golden West". Winnipeg's Diamond Jubilee is to be celebrated this year. This home reunion is going to automatically re-establish this gala day with a view to its yearly continuance.

In writing this short sketch of the history of "The Forks" from 1738 to 1934, the writer has unmistakably left out many features that in the opinion of the reader are more important than those mentioned. To those interested in the traditions and foundations of the "Gateway of the Golden West" the writer would ask you to carefully read Dr. C. N. Bell's book on the "Old Forts of Winnipeg"; "Red Letter Days", by Holley S. Seaman, and the writings of Dr. David Stewart of Ninette Sanatorium.

The writer feels that it is quite fitting that a tribute should be paid to those who have placed themselves on record in an attempt to revive Winnipeg's Industrial and Agricultural Exhibition. The central figure in this project is Mr. John H. Roe, Exhibition Manager, who has for weeks been working under high pressure. He has one objective in view and that is to put Winnipeg on the map. Mr. Roe is ably supported by Mr. W. C. Borlase, Chairman of the Committee, and Dr. J. A. Munn, of Carman, Agricultural representative. Mayor Ralph Webb, strongly backed by his council, is enthusiastically behind the project. We might go on indefinitely mentioning those who are whole-heartedly supporting the North West Commercial Travellers' Association of Canada in the noble work of reviving an Industrial and Agricultural Exhibition at "the Gateway of the Golden West". We must, however, close with best wishes for the success of this "Home Reunion".

Old Winnipeg, we visit! Hear the call!

—J. H. S.

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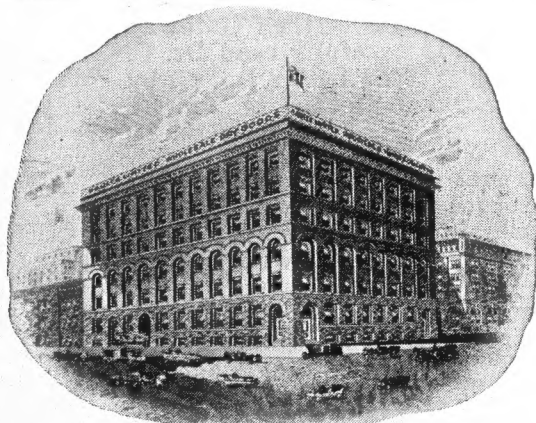
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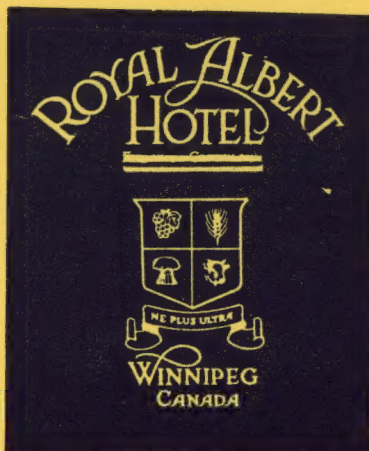
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